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The Modern Highway

Published Monthly by

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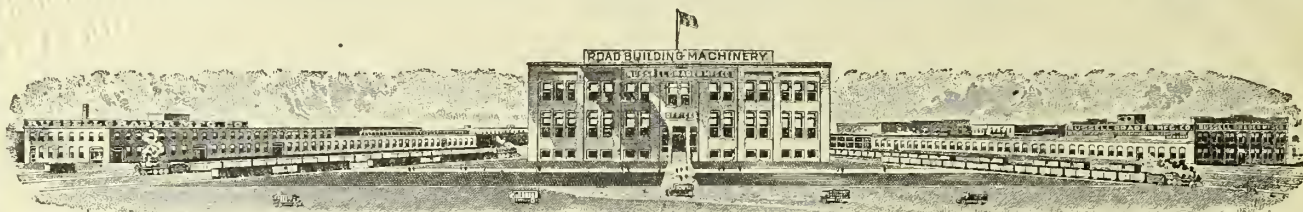
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JEFFERSON HIGHWAY ASSOCIATION

FEBRUARY, 1919



ON THE VALDEZ-FAIRBANKS TRAIL. A ROCK SLIDE (See page 14).
With the ubiquitous Tin Lizzie on the job.—Courtesy Dupont Magazine.



THE FACTORY

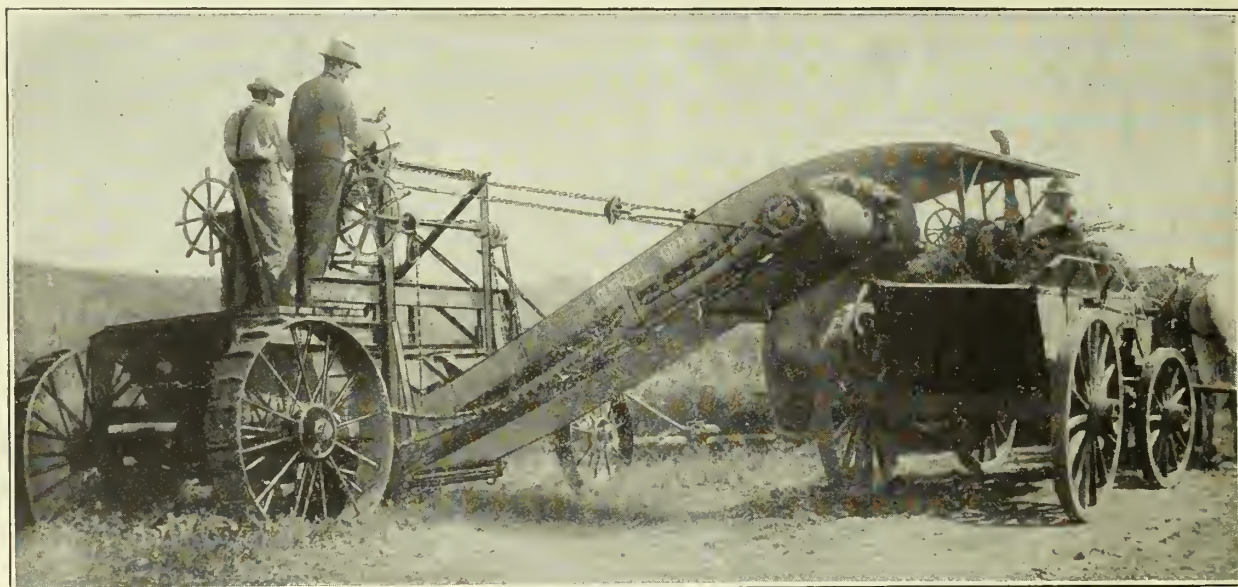
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The Modern Highway

Volume IV



Number 1

FEBRUARY, 1919

Published Monthly by Jefferson Highway Association, St. Joseph, Mo.

"Entered as second-class matter, January 16, 1918, at the postoffice at St. Joseph, Mo., under the Act of March 3, 1879."



THE BIG MEETINGS

Seventeen Parish Meetings, a New Orleans Meeting, a Louisiana State Meeting and an International Board Meeting all in 23 days, set high mark for the Jefferson Highway.

——— Build Roads Now ——— Build Roads Now ——— Build Roads Now ———

EACH succeeding meeting of the Jefferson Highway Directory is always conceded to be the best yet. The one held in New Orleans on January 16th and 17th was no exception to the rule.

Leaving Shreveport the day after Christmas the general manager, assisted by R. D. Nibert of Bunkie west of the river, and C. M. Weeks of Garyville, east of the river, made a campaign through the seventeen parishes (counties) on the highway, closing with a meeting with Board of Directors of the New Orleans Association of Commerce on January 13th.

This was followed by a Louisiana State Jefferson Highway meeting on January 15th, at which every parish was represented, and some had double and triple delegations.

This was followed by the International Board meeting on the 16th and 17th. Many state delegates remained over to attend the sessions of the Board.

Perhaps the story can be told best by extracts from New Orleans papers and letters written by R. B. Millard of Little Falls, Minn., to his friend, J. K. Martin, whose proxy he carried.

THE STATE MEETING

From N. O. States.

PROMINENT men from seventeen parishes of the state, through which the Jefferson Highway will run when completed, assembled in New Orleans, Wednesday, and organized the Louisiana Jefferson Highway Association, the object of which is to speed up the construction of the incompleted links in the great international road leading from Winnipeg to New Orleans, and to stimulate road building throughout the state.

It was an earnest, serious body of men and women that gathered in the library of the Association of Commerce, at 10:30 o'clock.

Senator T. L. Dowling of Gloster, De Soto parish, was called upon to preside. He opened with this remark: "I consider this one of the most important meetings held in this state in recent years. Road building will develop the natural resources of the state."

Mayor Martin Behrman was present to welcome the delegates, as well as the enterprise they represented, with words of approval.

"It is a double pleasure to welcome you to New Orleans on the mission of building better roads," he said. "We welcome the enterprise that will connect the pines of Winnipeg with the palms of New Orleans. As for you Louisianians, we want you to come here and see your own city and port and its developments; they are yours. They belong to the state."

"We have just passed through a world struggle. Conditions here are not just what we would like, but as the patent medicine men said, there is a reason; in fact, two reasons: We were unable to get materials during the war stress and were unable to get labor to make municipal repairs, as they would otherwise have been made."

"I KNOW of no one opposed to building good roads. The people at the last election ratified two constitutional amendments that insure the great Hammond and Over the Lake highways, both of which will bring people here. We want more roads, we need them and we'll get them, if we are determined enough. The city will have its 400 members by tomorrow."

Walter Parker, general manager of the Association of Commerce, spoke for Ben C. Casanas, president. He pledged the fullest and heartiest co-operation of the eleven bureaus of the Association. He spoke of making a 1700 mile trip by motor car on the highway and it had done more for him than one month in the



Our New Vice-President, WALTER PARKER,
General Manager New Orleans Association of Commerce.



New Life Member Board of Directors,
Ex-SENATOR LAFAYETTE YOUNG of Des Moines, Iowa.

hospital which he had planned. He told of a contest in Minnesota, which aroused spirit and placed pep, and instead of one highway they are building three great stretches across the state.

R. B. Millard, of Little Falls, Minn., was present and was introduced by Senator Dowling.

J. D. CLARKSON, the "Billy Sunday" of the whole enterprise, told of a twenty-one-day race in Louisiana to organize the seventeen parishes and get here for this meeting.

"It was some race," he asserted, "but we're here, and most of the parishes are way over the top in membership."

Here is how the honor roll stands, as unfolded by Manager Clarkson:

Bunkie, first; St. Landry, second; Iberville and West Baton Rouge, tied for third; Grant, fourth; and then in this order: St. John, Rapides, De Soto, Sabine, Natchitoches, Caddo, East Baton Rouge, Pointe Coupee, Ascension, St. Charles and Jefferson.

Representative Chas. W. Smith of Valverde, member of the state legislature from Pointe Coupee, and always a booster of better roads and legislation for their aid, was an early arrival from the parishes. He was active on the floor.

Mayor Alex. Grouchy, of Baton Rouge, executive of the capital city, headed the East Baton Rouge contingent.

Will Mercer came in at the head of the Cadonas.

Capt. Frederic Wilbert of Plaquemine and H. Nowak of Maringouin, represented Iberville.

Ex-senator Chas. H. Teal was present from Grant, with J. W. Duncan and H. G. Goodwin of Colfax.

Senator Dowling was accompanied by E. P. Lee and J. M. Talofero of De Soto.

R. D. Nibert of Bunkie and Geo. C. Merkel of the Association of Commerce, were secretaries of the convention.

AMONG delegates attending were: Will Mercer, Shreveport; T. L. Dowling, Gloster; W. M. Hathorn, Melville; Wm. Fitzmaurell, Palmetto; W. L. Fornly, Homer; G. C. Merkel, New Orleans; Alex Grouchy, Jr., Baton Rouge; W. S. Houchins, Cheneyville; H. Nowak, Maringouin; Mrs. A. F. Storm, Morgan City; J. N. Smith, Gramercy; C. M. Weeks, Garyville; A. W. Van Pelt, Houma; R. D. Nibert, Bunkie; S. B. Simon, Shreveport; Dr. H. S. Joseph, Melville; J. S. Collins, Morley; O. M. Saizan, W. Baton Rouge; J. A. R. Peart, Alexandria; G. Sexton, Jr., Shreveport; Walter Parker, New Orleans; D. J. Hyams, Natchitoches; M. B. Tauzin, Natchitoches; W. R. Ross, Pleasant Hill; F. Edw. Rabin, Hope Villa; Frank M. Opdenmeyer; Prairieville; F. M. Matthews, Bunkie; Chas. A. Smith, Valverde; R. B. Millard, Little Falls, Minn.; L. C. Glenny, New Orleans; A. P. Talioferro, Mansfield; L. F. Daspit, Shreveport; J. M. Wardlow, Montgomery; C. J. Pope, Bunkie; A. B. Singletary, Baton Rouge; Victor M. Lefebvre, Port Allen; J. D. Clarkson, B. W. Clapton, Morrow; H. G. Goodyear, Colfax; Vic. Calver, New Orleans; Frederic Wilbert, Plaquemine; O. H. VanHorn, New Orleans; J. M. Duncan, Colfax; Martin Behrman, New Orleans; C. H. Teal, Colfax; H. J. Ledoue, New Orleans; Celeste Claiborne Carruth; New Roads; Henry C. Maurin, LaPlace; Louis Mayer; Eunice; Frank E. Toye, New Orleans; C. E. Davidson, Houma; G. W. Prutsman, New Orleans.

MR. MILLARD TO MR. MARTIN.

“THE Big Meeting is over. It lasted two and one-half days. They were most enjoyable and pleasant. We were received as distinguished guests and treated in so pleasant and cordial a manner, that it is very hard to even think about leaving.

During the meeting, it was hard to find the time to do anything but absorb and drink in the inspiration, the vision and the hearty co-operation of the liveliest bunch of highway boosters it has even been my good fortune to meet.

After sitting through the sessions of the Louisiana State Organization of the Jefferson Highway, which were held prior to the International, I came to the conclusion that these southerners, as we in the North term them, are not asleep on the job, instead, they are very much alive.

They fully realize that they have not been in years past as fully awake to their wonderful opportunities as they should have been, and they are making up for lost time now. They are doing it through co-operation, grit, gumption and get there.

When the Louisiana State Convention convened Wednesday morning in the Association of Commerce rooms, we were welcomed by the mayor of New Orleans, Honorable Martin Behrman, and the governor of the state, Honorable R. G. Plessant. The directors of the New Orleans Chamber of Commerce also attended in a body and gave assurance of their moral and financial support.

During this meeting, it was brought out that since December 23d last, the entire State of Louisiana had been organized. The proposition in brief was, J. D. Clarkson, General Man-

ager of the Highway, and R. D. Nibert, a live wire business man of Bunkie, went over the territory and organized every parish (counties we call them), and built up a strong and smoothly working organization. The immediate purpose was for the quick building of the road for 365 days in the year, and to work with the other states and Manitoba on the Jefferson to make of our highway the best road on the continent.

Dirt and gravel roads were only a means to an end, concrete or some other material of a permanent character with which to put a substantial roof on the road was the end and aim of the Louisiana State Convention.

SOME of the strongest good roads talks developed during this meeting that it has ever been my good fortune to hear. When one stops to consider the character of the soil in the state and the tremendous odds which must be overcome, one begins to realize that building good highways in Louisiana is much different than farther north. There we have solid dirt, sand, gravel, clay soils that properly mixed give us the best dirt roads obtainable.

Here the soil is the silt washed down by the Mississippi river, soft, mucky, and bottomless. Low, wet, marshy, boggy land, along the lower part of the highway is the rule. This bog and decayed vegetable matter oftentimes is over 100 feet deep.

Under such conditions, the members of the state organization for Louisiana tightened their belts and assured the International Association that the work would be done as quickly as possible, and that the road would be in condition inside of one year that would carry traffic for twelve months of the year.



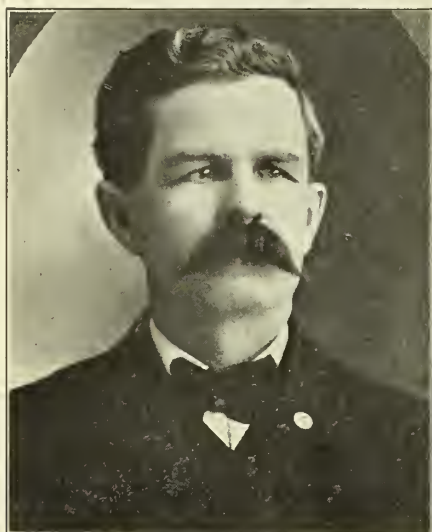
Re-elected Treasurer, JAMES E. COMBS,
Cashier First National Bank, St. Joseph, Mo.



FRANK C. WATERBURY of Des Moines, Ia., was an interested spectator of, and participant in the proceedings. He was one of those who organized the J-H three years ago.

225

DIRECTORS WHO WERE THERE



EZRA H. FRISBY, Bethany, Mo.



H. H. SHEPARD, Mason City, Ia.



A. H. SHAFER, Pittsburg, Kan.

During the afternoon session, Mrs. G. C. Storm, president of the State Federation of Women's Clubs, gave a splendid talk on the beautification of the Jefferson Highway in Louisiana. The plan was to plant trees, such as palms, magnolias and oaks on both sides of the highway.

In the evening, an informal dinner was served. After dinner, Duncan Buie, head of the State Highway Commission, assured the Louisiana Goods Roads Boosters that everything would be done to promote this splendid North and South road, that they could count on the hearty co-operation of the state with the different parishes to complete this splendid highway.

THE INTERNATIONAL BOARD MEETING

From Times-Picayune.

BY adopting a new financial policy Thursday, directors of the Jefferson Highway Association declared they had perfected the machinery for accomplishing a record-breaking amount of road construction this year. Under the new plan, it is believed, every state traversed by the highway can now go ahead with the work of connecting the links and bringing the road up to the government standard.

The directors voted to abandon the mileage assessment plan of finance and to substitute civic memberships for cities, counties and parishes. This will enable road building organizations to contribute funds in proportion to their interest in the highway. These contributions will give each of the units a voice in the control and management of the project.

L. C. Glenny, one of the newly-elected directors representing New Orleans, was the first member of the conference to endorse the new finance plan by voluntarily pledging to take up membership work. He said the city of New Orleans and the parish of Orleans each would be able to qualify for a double civic membership. This means 800 memberships in the Jefferson Highway Association must be obtained in the city and parish. Mr. Glenny promised to get them.

DIRECTORS from five states were present when roll was called at the Association of Commerce Thursday morning. The morning session was spent in the hearing of reports from these directors as to the progress of work on the highway. Beginning at Minneapolis the reports came on down the line to New Orleans. Many of the directors told of bills pending in legislatures which will provide ample funds to complete the road and its laterals.

At 2 p. m. the granite marker at the terminus of the highway, St. Charles and Common streets, formally was dedicated by a committee of Daughters of the American Revolution, headed by Mrs. Hamilton Tebault. A. G. Ricks, commissioner of finance, accepted the marker on behalf of the city. The ceremony consisted of unveiling the marker, draped in the flags of Great Britain and the United States. Following speeches, the dedication committee served the directors with lemonade and cake.

"Under the urge of new commercial advantages, the Mississippi valley, an empire in itself, walled on both sides by great ranges of mountains, should develop as near a perfected civilization as possible," declared Walter Parker, general manager of the Association of Commerce. "This dedication ceremony is symbolic of a unity of purpose between Great Britain and the United States.

"THE Mississippi valley will have a great transportation system when the Jefferson Highway is completed. In addition to the river and the railroads we will have this great artery of travel coming down the middle of the valley. In the wars to come when America must defend her coasts it will be possible to utilize this highway in transporting men and materials East and West."

How the highway project has been received and supported all along the line was told by J. D. Clarkson, general manager of the association, when he unrolled four lists of checks given for memberships. The lists combined were 550 feet long and worth \$75 a foot.

"One list is from Bethany, Mo., and was obtained at the beginning of our membership campaign," explained Mr. Clarkson. "When Bethany went fifteen per cent over the top I thought we had made a fair start, but Cameron and Plattsburg in Clinton County, left Bethany in the dust by going thirty-five per cent over the top."

"When I reached Platte County she took the lead by going ninety per cent over the top. When St. Joseph heard of it she turned in the first \$5,000 civic membership."

"I was then called to Louisiana to organize that state prior to this meeting, as Louisiana wanted the privilege of setting the pace on the new membership plan."

"When Shreveport was told and shown what North Missouri had done, they presented a list of memberships and checks forty feet long. Colfax, in Grand parish, topped them by going fifty per cent over the top. Then Bunkie, in Avoyelles parish, broke all records by going 150 per cent over the top and said she proposes to hold first place against all comers, large or small."

From New Orleans States.

LOUISIANA will have its link in the Jefferson Highway from New Orleans to Shreveport completed in a year, Duncan Buie, state highway engineer, told directors of the good roads organization at its closing session Friday afternoon. Mr. Buie declared he would make good his promise regardless of injunction suits and other hindrances. After adopting resolutions and electing officers, the directors adjourned to meet next summer in Winnipeg. They spent the afternoon visiting the industrial canal, army supply base and the shipbuilding plants.

The following officers were elected: Thomas H. Johnson, Winnipeg, president; Walker Parker, New Orleans, vice-president; Mrs. John Lamar Kimball, Shreveport, honorary vice-president; R. P. Brewer, Kansas City, secretary; J. E. Combs, St. Joseph, Mo., treasurer,

and J. D. Clarkson, St. Joseph, general manager of the highway.

"As a tribute to his activities in the interest of good roads," the directors elected Lafayette Young, former senator from Iowa, a life member of their board. Mr. Young was not told of his election until he attended a luncheon with the directors at the Monteleone Hotel Friday noon, although he was elected Thursday.

In his speech of acceptance, Mr. Young promised to work for the Jefferson Highway in Iowa.

"I do not believe there is a city on the face of the earth with a better commercial future than New Orleans," declared Mr. Young. "The Jefferson Highway will furnish more business to New Orleans than any two railway trunk lines running into it. It is the natural and logical gateway to the country from Latin America and the Orient and the portal that is really the United States end of the Panama Canal."

MR. MILLARD TO MR. MARTIN

"THERE has been so much to see in this interesting old city of New Orleans, and we have been shown around so hospitably, it is hard to find time to write the story of the big International Jefferson Highway meeting."

"The business men are proud of their city and doing wonders to build it up."

"This is the greatest inland harbor in the world. Before the war it was the second in tonnage. There is over forty miles of river front used for harbor purposes, the river being over half a mile wide and sixty feet deep. There are ferries for passengers, vehicles and trains, the latter transporting whole trains from one bank to the other."

"The city owns all the water front, she has built nine miles of steel warehouses and wharves in one stretch. To visit these wharves and see boats from all over the world dock to take on cargoes is most interesting. One ship was loading 4500 bales of cotton for Spain; another a huge cargo of tobacco for England; still another 35000 sacks of sugar for France.

DIRECTORS WHO WERE THERE



H. A. RUSSELL, Ft. Scott, Kan.



R. B. MILLARD, Little Falls, Minn.



WESLEY CONNETT, St. Joseph, Mo.

LOUISIANA STATE AND INTERNATIONAL DIRECTORS

SEN. T. L. DOWLING
Gloster, La.HON. J. W. DUNCAN
Colfax, La.DR. H. S. JOSEPH
Melville, La.C. M. WEEKS
Garyville, La.

"INCOMING ships were unloading coffees from Mexico and Brazil; bananas and fruits from South America. You should see them unload bananas. A great endless belt about 3 feet wide with canvas pockets is let down into the hold of a ship. Into these pockets are stacked the bunches of fruit with four or five such belts operating it is possible to unload a cargo of 50,000 bunches of bananas in a few hours."

"The largest sugar refinery in the world is here."

"We think Minneapolis has grain elevators, but there is one here containing 196 big round concrete stacks. This is owned by the state and the city and operated for the benefit of shippers. It holds an enormous quantity of grain."

"The sewerage proposition of New Orleans is out of the ordinary. The fall is so slight that deep basins are located at intervals. When the level rises, automatic pumps raise this sewage to a higher level and give it a new start on its way to the sea."

"The water works system for the city uses Mississippi river water. It is filtered, purified and put into the mains under a pressure of eighty pounds at a cost of six cents per thousand. (Little Falls Water Power Company please take notice)."

"ANOTHER queer sight is the old cemeteries. You and I are not as a rule interested in graveyards, but you would be in these. As the land is low you could strike water a foot below the surface. For this reason bodies were buried above the ground in vaults or mausoleums. Some of them are very elaborate and expensive. The

poorer classes buried their dead in what were called ovens, tiers of ovens in which the bodies were placed and the openings sealed. The enclosed post-cards will give you a good idea of how they look."

"I started to tell a good road story, but got switched off. We were treated so

royally and made to feel so much at home that it was hard to leave this city of May-time climate, beautiful palms, parks and drives."

"It seems to be a great place for winter tourists. Also the mecca for young couples on their honeymoon."

"I think I shall have to try the road letter later, but I can promise you a good report."

From New Orleans Times-Picayune.

PARISHES of Louisiana which have been pointing the finger of criticism at Jefferson parish because of poor roads will have to hustle to keep that parish from carrying off the laurels for road construction during the year, if the enthusiasm shown at a meeting at Gretna Wednesday is any indication.

The meeting was attended by members of the Jefferson parish police jury, an advisory committee of citizens of Jefferson parish and representatives of the good roads bureau of the New Orleans Association of Commerce, the Jefferson Highway Association and the state highway department.

A bond issue of \$125,000 was agreed upon at the meeting and petitions calling for a special election to authorize such an issue will be circulated immediately. With the money the police jury proposes to complete Jefferson parish roads linking Orleans parish and St. Charles parish. There are about twelve miles of these roads to be constructed, four on the west bank of the river and eight on the east bank. That section on the east bank is a part of the Jefferson Highway.

Authority to issue the bonds is expected without difficulty. It is planned to construct the roads of gravel and to make them serviceable

365 days of the year.

They will cost about \$10,000 a mile. Of the amount needed the state highway department has given assurances that it will provide \$50,000 if the parish itself provides the remainder.

With a bond issue of \$125,000 by the parish and \$50,000 provided by the

H. G. McCALL
New Orleans, La.R. D. NIBERT
Bunkie, La., State Sec.L. C. GLENNY
New Orleans, La.

state highway department there will be sufficient funds to complete the entire twelve miles of highway and to construct laterals to tap the territory along their routes.

MR. MILLARD TO MR. MARTIN

"IF anyone again tells you that the Southerner is slow, reach for the salt." The past two days I have had the pleasure of seeing all the high officials of the great state of Louisiana, including the governor, and the mayor of New Orleans, get together with the leading men of a parish adjoining the City of New Orleans. This meeting was called by the manager of the Jefferson Highway for the purpose of settling difficulties and to decide upon a definite policy in building ten miles of road leading out of the city of New Orleans. This ten mile stretch was the worst piece of road on the J-H in Louisiana."

"The way they took hold of the job showed they were dead in earnest and would concede anything to assure their people a good road."

"If you could see the conditions under which these good folks work you would understand how big a proposition it is to build roads here."

"This country is flat. The levees or high artificial banks of the Mississippi river are to keep the water from overflowing there great stretches of land along the big river."

"The consequence is, drainage is poor and the land is low and wet. As their state highway commissioner, Mr. Buie, said. "New Orleans has been stuck in the mud for 200 years, all traffic and travel coming and going by water."

"THEY are now making their first great effort to get good highways and they say, and I believe them, that they will have as good roads in a few years as can be built."

"They assured me that in the fall of 1919 a man can drive his car from Winnipeg, Canada, to New Orleans and be on good roads all the time."

"Mr. J. D. Clarkson, general manager of the Jefferson, and R. D. Nibert, state secretary of the highway for Louisiana, have done a remarkable piece of work in bringing about this meeting that brought harmony, understanding and a desire to build for permanency."

"The state organization here is a live wire affair."

"We should have as good a machine in Minnesota. I asked Mr. Clarkson about it and he said, 'you will have, and when you have it it will do more to help build up the highway than anything else at this time.'"

"I regret that you were unable to be present at this big meeting as I know you would have enjoyed it very much."

THE JEFFERSON HIGHWAY

Times-Picayune—Editorial.

The entire country along the Jefferson Highway from here to Winnipeg, Canada, is interested in the construction of that central roadway that will unite and connect the roads through the Mississippi valley and form a

trunk line between the North and South. It notes, with satisfaction, how bright are the prospects for the completion of the roadway. All the many thousands interested must press the matter vigorously before the country and arouse united and energetic action of the sections through which the highway will pass.

New Orleans is deeply interested in it and is doing its share in the movement. The Jefferson International Association was organized here, and Louisiana has been the first to form a state association to work for this improvement. The time is most opportune for united action. The government has withdrawn all its limitations and restrictions on road building, allows the movement of materials required in the work, and it has even gone on record as declaring that the best needs of the country and of the efficient transportation system is the construction of more highways. Nearly all the road projects are consequently being pressed just now, and most of the states are voting large appropriations for them. There will be a record breaking road reconstruction in the next few years, and the Jefferson Highway should be ready to connect our roads and enable the entire system to be operated to our best advantage. At the sessions of the International Jefferson Highway directors which has been in session here this week, Senator Lafayette Young of Iowa warmly appealed to the people of this city and said:

A hard-surfaced, thirty-foot highway from Winnipeg to New Orleans will bring more trade to this city than two railroads."

And if all of us pull together and put the national force and impetus behind the movement, we will get the Jefferson Highway in very short order.

MR. MILLARD TO MR. MARTIN

"WHEN J. D. Clarkson, general manager of the Jefferson Highway, told us in the summer of 1916 that in five years this great highway from New Orleans to Winnipeg would be a 365-day road, we smiled. We thought it was a large order. Now it looks like an assured fact."

"The road is not at this time entirely built up and it may not be at the end of the five years. But it is an assured fact that the completed plans for this road will be on paper and the money raised with which to put it through."

"To sit in the big meeting in New Orleans a few days since and listen to the report of Mr. Clarkson on the work of the international organization was mighty encouraging. The reports from the separate states were such that we all felt the Jefferson Highway, the greatest road in the world, would soon be an accomplished fact."

"Think of a 365-day road from New Orleans to Winnipeg. Think of such a road built up to federal and state requirements, well maintained and well marked. How would you like to drive your car on such a road? Can you imagine it? Such a highway would be the best incentive to good road-building."

"Can you think of getting into your car some cold December day in Minnesota, bundle your

family in and drive leisurely down the wonderful international highway into the sunny South? Then drive west through Texas, west to California, or drive east from New Orleans along the gulf to Florida?"

"It is really too good to be true. But we are coming to that time very quickly. The age of permanent main line highways will be on us in a few years."

"THE roll call at this meeting developed the fact that Manitoba is planning for good roads. Part of the money is for making a permanent 365-day road of her portion of the J-H."

"Our Minnesota legislators are now framing a bill to bring before the voters at the next general election, the proposition to bond our state for forty to fifty millions of dollars for 4000 miles of improved highways, 1500 of these to be of a permanent character. We have reason to believe that will mean the J-H is taken care of in Minnesota."

"Iowa's governor is a good-roads enthusiast and favors a bond issue of forty to sixty millions to make permanent main trunk lines east and west and north and south to take care of the immense auto and truck traffic. Also to build up a still better system of state highways. This means the J-H in Iowa is to be well taken care of."

"Missouri is now working on a bond issue of forty million dollars and it looks as though it would carry in the state easily. She will use these funds to build up her road system and make permanent the construction of her main line roads such as the J-H and Pikes Peak."

"Kansas is now voting on a forty million dollar issue of bonds for the same purpose."

"Oklahoma is doing the same, voting fifty million, one hundred thousand dollars."

"Louisiana has 440 miles of the J-H; of this, 250 miles are now permanently built. Contracts for 165 miles of the balance have been let. The remaining twenty-five miles of dirt roads will be put in good condition this season to prepare for hard surfacing in a year or two. The Highway Department of Louisiana is spending this year \$1,350,000 on the J-H alone."

"It looks to me, Martin, as though a hard surfaced road from New Orleans to Winnipeg will be an assured fact in a short time."

THE JEFFERSON HIGHWAY

Baton Rouge State-Times—Editorial.

ANYTHING by the name of "good roads" is good for any community, but it is not every day or every year that a project is conceived of forming a perfect chain of good roads the whole length of the United States and anchoring in Canada, several thousand miles to the north.

It is a matter of centuries that such projects as the binding together of dozens of states by perpetual means of transportation, giving safe and adequate means of conveying both products and passengers from one section of this vast country to another is carried through.

That is what the Louisiana link of the Jefferson Highway, the international good road

from Winnipeg to New Orleans, will mean to our state and to our parish.

The promoters of the highway put it ahead of anything of commercial value that has ever been done in Louisiana or any other state, in Baton Rouge or any other city. And when the results already attained in those states to the north, where long links are complete, are examined, it looks very much as if they are not exaggerating a bit.

Certainly it is an exceedingly important move, and the parishes of Louisiana recognize that fact sufficiently to have endorsed the new plan of organization to the tune of an average of 20 per cent over the top of the quotas of members assigned them.

The band of faithful citizens representing the chamber of commerce, who endorsed the plan for East Baton Rouge and are working on the proposition today, did exactly the right thing. No public-spirited or far-seeing citizen of this city or parish would for a moment hesitate to endorse the continuation of the good work, which means so much at so little cost.

There is no doubt our quota of sixty memberships will be just as far exceeded as have those of the parishes to the north of us, and we hope we will go them one better.

We have every confidence in Mr. Clarkson and his colleagues and the future of the Jefferson Highway, and we know that when it is a completed fact the proof of our good faith will be evident to every business man and farmer in this section in the increase in tourists through our state and the enormous advantage in transportation of products from parish to parish, from state to state and from the United States into Canada.

Let us hasten the work by every means possible, and let any who are not seen today get in touch with the secretary of the chamber of commerce and see that his check is added to those of the other public-spirited men of the parish.

— Build Roads Now —



MARTIN BEHRMAN, Mayor of New Orleans, was an interested spectator and participant in the proceedings.

LOUISIANA



CONVENTION

A Brief Recital of the Events Leading Up to the Organization; the Work of Organization and the Result.

By R. D. Nibert, Secretary.

— Build Roads Now — Build Roads Now — Build Roads Now —

Last October at a casual meeting of Walter Parker and Henry G. McCall of New Orleans and R. D. Nibert of Bunkie, the situation relative to the Jefferson Highway in Louisiana came under discussion. Three distinct phases of the situation were brought to the surface.

First—It developed that influences in other states were menacing the highway in Louisiana. Ports other than New Orleans were being considered as Southern terminals.

Second—Officials and directors in other states had gained the idea that Louisiana did not appreciate the highway.

Third—Directors and other officials in Louisiana who were being depended upon to promote the interest of the highway were doing little or nothing. Some had apparently forgotten the existence of the highway. There were sections in various parishes that seemed to be beyond the ability of men in those parishes to work out and the need of a state wide, compact, working organization manifested itself so strongly that the three men mentioned pledged themselves to see that something was done.

At a meeting of the Alexandria-Port Allen district held in Melville during the latter part of October, the above situation was laid bare, and resulted in a resolution being adopted authorizing or calling upon P. M. Milner, vice-president for Louisiana, to call a state convention.

The work of organizing each parish into a chapter or parish club so that delegates to the convention could be named was started at once, but was almost immediately stopped by the epidemic of influenza. Later developments show that the International Officials of the Jefferson Highway were also getting busy on some sort of re-organization plan. General Manager Clarkson it seems was carrying on the actual work of organizing certain counties in Missouri. Then came the news that the annual meeting of the International Directors was to be held in the City of New Orleans. This intensified the need of an organization in Louisiana and the importance of making it a strong one and an urgent call was sent to Mr. Clarkson to furnish an outline of the plan under which he was working and if possible to come to Louisiana and assist in putting over the organization.

Things went well and three days before Christmas Mr. Clarkson and the secretary invaded the City of Shreveport with the re-organization plan.

Notwithstanding the fact that there were many impediments to progress, such as the

close proximity of Christmas, which meant that all of the merchants were unusually busy; the drive for Red Cross membership and the worst weather that could possibly be imagined, the work progressed with unusual rapidity. Mr. S. B. Siman, Mr. Will Mercier and others laid aside their affairs in order to assist in perfecting the first parish club.

With the Caddo Parish club finally organized, the campaign proceeded across the state, and it would do the heart of anyone interested in this great road good to have seen the enthusiastic manner in which the best people of these Louisiana parishes adopted the re-organization plan and ran away with it. The spirit of emulation developed in the second parish visited, and from then on it was a contest as to which would go the farthest over their allotted membership.

The information chart shown elsewhere in this issue will supply the information that the town of Bunkie occupies this enviable position, having gone 160 per cent over her allotment.

When the campaign was finished in the City of New Orleans on Tuesday January 14th, those who had worked for the success of the movement were rewarded by these facts:

A state Jefferson Highway Association consisting of 1150 members, composed of the best business and professional men to be found in the territory. These memberships were Jefferson Highway international memberships of \$25.00 each.

A live enthusiastic club of sixteen parishes and two large cities with officers and directors; a delegation running all the way from three to ten from every parish ready to show up in the City of New Orleans on the morning of January 15th to discuss ways and means of completing the Jefferson Highway in Louisiana. It was almost too good to believe, and then came the day of the convention.

There were seventy-two delegates present. Senator T. L. Dowling, a "dyed in the wool" good roads man, called the meeting to order. After the first few minutes during which the purpose of the meeting was explained, the delegates took the program in their teeth and got down to work in a manner that was surprising to outsiders, judging from their remarks, but which was really a fulfillment of the prophesy of those who knew the sentiment that was responsible for their presence.

It was the good fortune of the convention to have one or two of the International Directors present. We never could get rid of Millard

from Minnesota. He was like a boy around a circus tent. Senator Lafe Young of Iowa, whose hotel was just across the street, evidently scented highway game because it was not long before he was on hand.

There were so many big fellows who wanted to talk to the delegates that it looked as though no work could be done. They were finally worked over and shifted about until the convention got off with remarks of greeting and encouragement from Mayor Behrman of New Orleans, Governor Pleasant, B. Casanas, president of the Association of Commerce, Walter Parker, Manager Clarkson, Highway Commissioner Buie, and a few others.

In the afternoon a brief report of the condition of the highway in each parish was received.

Mrs. W. G. C. Storm, president of the State Federation of Women's Clubs, explained the plan that is being worked out for the beautification of the highway. This will consist of the planting of trees along the route in memory of the departed heroes of Louisiana.

One of the most important committees was that named to take charge of the existing litigation between certain districts and the T. & P. railway. The work of this committee it develops has already brought the disposition of these cases closer.

A committee consisting of a delegation from each parish was appointed to wait upon State Highway Engineer Buie, to learn his plans in relation to the Jefferson Highway and to pledge their co-operation and assistance to the department in any manner possible.

A resolution was adopted petitioning the legislature to increase the good roads tax and to revise the automobile and truck license law for the purpose of producing an increased budget for the maintenance of roads.

The evening session gave Bunkie an opportunity to show what she had to offer in the way of a toastmaster when C. J. Pope took the chair. This session was held in the music room of Kolb's Tavern, being in the form of an informal supper. The feature of the evening session was the address of the Honorable Duncan Buie, State Highway Engineer. It was thoroughly interesting from start to finish; was a matter of education to many delegates and was of sufficient importance in itself to justify the convention.

The election of directors on the International Board for 1919 resulted as follows: Vice-President, T. L. Dowling; State Directors, C. M. Weeks, Dr. H. S. Joseph and J. W. Duncan; Civic Directors for the City of New Orleans, Henry G. McCall and L. C. Glenn.

When it came to selecting a place for the next convention, Shreveport came to the front with such a rush that she put it over before the other cities got a start.

It was Highway Week for New Orleans and even the adjournment of the convention did not mean the immediate return of many of the delegates for they stayed over to attend the meeting of the International Board of Directors.

SIDE LIGHTS ON THE CONVENTION

If you think there wasn't action, please note. That in addition to organizing, appointing committees, discussing many important questions,

electing Directors, etc., the convention had the honor to hear:

Governor Ruffin G. Pleasant of Louisiana; Martin Behrman, Mayor, City of New Orleans;

Duncan Buie, State Highway Engineer; Honorable Lafayette Young of Iowa;

Ben. C. Casanas, President New Orleans Association of Commerce;

R. B. Millard, Little Falls, Minnesota;

Mrs. G. W. C. Storm, President State Federation Women's Clubs;

State Senator T. L. Dowling;

J. D. Clarkson, General Manager Jefferson Highway Association;

Walter Parker, General Manager New Orleans Association of Commerce;

Perry S. Williams, Minneapolis, Minn.;

Sam Stone, Jr., Commissioner of Public Property, City of New Orleans; and all in one day.

The fact that seventy-two delegates from seventeen parishes were on hand when but fifty-three were expected, shows that all sections are in line.

"The way your state convention got down to work and did things—and without any friction, was a revelation to me."—R. B. Millard.

We are just in receipt of information that the contract has been let for five and one-half miles of highway in Avoyelles Parish—construction to begin at once.

The approximate cost of this piece of work is \$10,000 per mile. This is one of the districts involved in the T. & P. injunction suit, but arrangements for these funds were made regardless of the fact that the sale of the bonds is temporarily held up: This section takes in the town of Bunkie.

A feature of the dedication of the marble shaft that marks the southern terminus of the Jefferson Highway at St. Charles and Common streets, New Orleans, which was presented by the New Orleans Chapter, Daughters of the American Revolution, was the fact that the unveiling ceremonies were made with the British flag as well as the American flag.

When General Manager J. D. Clarkson told the International Directors that some 1050 business men of Louisiana had taken national memberships in the Association, and in so doing had automatically formed an impregnable State Jefferson Highway Organization, he did not overlook the fact that at least one member of the Board was from Missouri. Ask Combs if he was "shown."

"You can take a bunch of men like this and go to the legislature and get anything you ask for."—Mayor Behrman.

"In my opinion the most important and far reaching feature of the convention is that the Highway Department, the Jefferson Highway Association, and the best men of seventeen parishes and two large cities of this state have gotten acquainted. Now, we can get somewhere."—Walter Parker.

The Shreveport Delegation went after the 1920 convention with such a rush that they had the bacon before any of the other cities woke up. Just another illustration of what organization can do.

Louisiana Membership Race

The Membership Campaign in Louisiana developed into quite a race for first honors before it was finished. The first heat closed January 13th, and the second heat closed January 25th. The positions of the various towns with the percentages over the top are shown below.

First Heat		Second Heat	
Bunkie(Avoyelles)	150	Bunkie(Avoyelles)	160
Iberville	116	St. Landry	140
W. Baton Rouge	116	Iberville	116
Grant	80	W. Baton Rouge	116
St. Landry	80	Ascension	100
St. John	55	Grant	80
Rapides	25	St. John	65
De Soto	22	Rapides	25
Sabine	12.5	De Soto	22
Nachitoches	10	Sabine	12.5
Caddo	4	Nachitoches	10
East Baton Rouge		Caddo	7
Point Coupee		East Baton Rouge	
Ascension		Point Coupee	
St. James		St. James	
St. Charles		St. Charles	
Jefferson		Jefferson	

Along An Alaskan Trail

By Lucy H. Cuddy

THE trail from Valdez through Keystone Canyon represents sixteen miles of the well-known Valdez-Fairbanks Trail. The whole of the trail or road is 400 miles in length, beginning at Valdez, a coast town of southwestern Alaska, and terminating at Fairbanks, the largest Alaskan town to the interior. Primarily this trail is a wagon road built and maintained by the United States Government for military and transportation purposes.

Many difficulties not encountered in any other part of the United States had to be faced in building this Alaskan road. The working season was short, and in the interior the ground was frozen the year 'round. The mountainous country, the necessity of clearing away forests and boulders, the excessive rainfall, and the swift, raging glacier streams all combined to obstruct the building of the Valdez road, and the two latter influences continually threaten its maintenance.

The heavy rainfalls are very destructive, and in sections of the trail where the soil is not gravel, some protective covering must be provided. If gravel is near that is used; otherwise a corduroy surface is constructed.

For this latter many small trees are cut down and, after the heavier branches are re-

making the road much smoother and protecting the poles from wear. The distance between the ends of the poles and the ditches is very necessary, for, without it, under the action of the heat, cold and rain, the road would be very quickly undermined. Often at a distance of fifty feet other ditches are dug to receive the



U. S. Signal Corps Dog Team. (During the winter certain parts of the Valdez-Fairbanks Trail are traversed only by dog-drawn vehicle).

water conducted by outlets from the first ditches. Corduroy is also used in the interior over the trail where the ground is frozen throughout the year.

THE troublesome glacier streams are found throughout the territory. When the warm days come the snow and glacier ice melts very rapidly. An apparently insignificant ditch may overnight spread its banks from a few feet to a distance of two miles. Or in a few hours, with the great rush of glacier water, a stream may change its course entirely.

When roads run parallel to a glacier stream they are in great danger of being undermined. The Alaska Road Commission uses the following method of protection. A layer of brush long enough to give the required protection is placed along the bank and then, just below the center, the brush is weighted by stone which is confined in galvanized wire netting. All of this is held in place by wire extending to "dead men." In case of a sudden rise and for immediate effective protection sacks filled with earth are placed over the loose brush

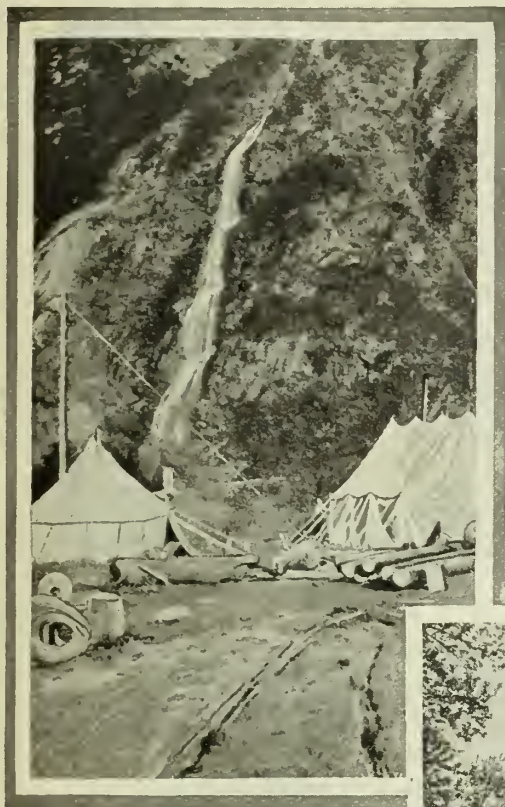
against the bank and wired to it.

If a glacier stream must be crossed and natural features are such that the stream is confined to one channel, a bridge may be built. Pile trestles must be used, but the enormous boulders prevent their being sunk to any great



Portion of Valdez-Fairbanks Trail. Completely blocked at one end of Keystone Canyon by an enormous snow slide. The trail follows along the mountain side, Lowe River in the foreground. The ruts on the lower side of the slide are caused by the dynamite discharge.

moved, are laid on the road perpendicular to its axis. Then at a distance of from three to five feet from the ends of the poles, on either side of the road, a ditch is dug. The material obtained from the ditches, except the heavier surface layer, is packed on top of the poles, thus



1. Road Commission Camp and Bridal Veil Falls, Keystone Canyon.

depth, and hence there is always danger that the changing stream will wash out part of the trestle.

Lowe River is a very swift, unnavigable river, fed extravagantly by the mountain and glacier streams. It cuts through the mountains for a distance of three miles, helping to form Keystone Canyon. In the early days all the traffic was by pack horse over the mountain trail, but the government by much blasting has cut a narrow road through the canyon along the mountain side and above the stream.

In this canyon are ideal examples of the difficulty of road maintenance in Alaska. Enormous rock slides occur which delay transportation and in the spring, at the far end of the canyon, the road is completely blocked by a big snow slide. This year because of the scarcity of labor the opening of this slide was left to nature and dynamite. Each day, at intervals, sticks of dynamite were placed in the wall of snow and ice and discharged. Then the sun and rain helped in the disintegration.

In one day's trip out the Valdez-Fairbanks Trail this summer we had occasion to see the effect of a hot day in hastening the rise of the water.

On leaving Valdez in the morning we found the two-mile bridge sagging treacherously from the fast spread-

ing torrent of glacier water. Here the Road Commission had men busy reinforcing the piling. On the return trip two bridges beyond the canyon were so nearly out that planks were placed from the bridge to the bank, from which the bridge was going out. The car was then run across on the planks.

ON reaching the recently opened snow slide at the canyon we were dumbfounded to see a mass of roaring, surging water confined only by the steep mountain sides. The trail through the canyon was completely covered by the waters of Lowe River. We climbed up over the glacier from which the slide had come, reached the old pack trail of '98, and then tramped around to Camp Comfort, the nearest road house, where we spent the night. Next morning—and there are only about four hours of the grayish night in Alaskan summers—the waters of Lowe River had subsided enough for us to bring the car through and drive to Valdez.

If Alaska has a good sunshiny summer the Alaska Road Commission is kept busy maintaining the road or constructing new cuts to take the place of parts of the trail which cannot be maintained.

The obstacles encountered on this short part of the trail serve to typify what the government faces along her many miles of Alaskan wagon roads, each mile of whose estimated cost is three thousand four hundred nineteen dollars. *Dupont Magazine.*



2. View on Government Road, Valdez, Alaska.



3. Keystone Canyon, showing how Valdez-Fairbanks Trail is re-enforced against Lowe River.

THE MODERN HIGHWAY

Published Monthly by
JEFFERSON HIGHWAY ASSOCIATION

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J. D. CLARKSON
Editor

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Forms close the 20th of month preceding date of issue.
Sample copies free on request.

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Volume IV

FEBRUARY, 1919

Number 1



OUR NEW PRESIDENT

THE Honorable Thomas H. Johnson, attorney general of Manitoba, our vice president of last year, upon being advised of the action of the International Board of Directors of the Jefferson Highway, in naming his city of Winnipeg as the place for the next July meeting, and of his election as president for the incoming year, wired as follows:

"Winnipeg, Man., Jan. 18, 1919.

J. D. Clarkson, Association of Commerce, New Orleans, La.

Yesterday's message received. You have honored me and my province. Mayor Gray says Winnipeg will welcome directors in July. Permit me to congratulate directors on successful year in which I feel my share was next to nothing. Happy to serve association and the cause in any way possible.

THOMAS H. JOHNSON."



OUR NEW GENERAL SECRETARY

MR. R. P. BREWER, vice-president of the Southwest National Bank of Commerce, who has been intimately connected with the Jefferson Highway since its very inception, upon being advised of election to general secretary of the Jefferson Highway Association, wired as follows:

Kansas City, Mo., Jan. 25, 1919.

J. D. Clarkson, General Manager,
St. Charles Hotel, New Orleans.

Just returned from extended trip in Texas. Thanks very much for the great honor conferred upon me. Will accept gladly office of General Secretary.

R. P. BREWER.

When the Jefferson Highway was first organized Mr. Brewer was president of the First National Bank of McAlester, Okla., and had much to do with securing the highway for that state.

He was also a moving spirit in securing the building of the \$150,000 Jefferson Highway bridge over the Canadian river between McAlester and Eufaula, which will render possible a constant flow of auto traffic from Texas, Louisiana and southern Oklahoma to Kansas City.

His personality, energy and foresight will make a valuable addition to the official family of the Jefferson Highway. Especially as his belief in the future of the great highway is on a par with his belief in the future of the great valley itself.

From Page 12

The secretary of the Louisiana State Association wishes to extend the thanks of its officers and members to the International Board of Directors for the honor shown Mrs. John Lamar Kimball of Shreveport by making her honorary Vice-President of the Jefferson Highway Association.

"A peoples' aggressiveness, a peoples' energy, a peoples' literacy, and a peoples' 'pep' are to be judged by the kind of schools and the kind of roads they maintain. I want to assure you that I, as your governor, will do everything possible in the furtherance of this movement and that the Highway Department is at your command to do its share of the work."—Governor R. G. Pleasant.

"Compared to other states, Louisiana is asleep on the good roads problem. The mud tax in our state is ten times as great as the road tax and yet some people will tell you they are paying too much taxes for roads. Many states tax themselves much heavier for roads than Louisiana and look at it as a good investment."—Duncan Buie, State Highway Engineer.

In order that the real thought intended to be conveyed by Senator Young may not be lost and also that credit may go where it should, the secretary of the Louisiana Association wants the Senator's remarks printed verbatim.

What the Senator said that inspired the much discussed editorial which appeared in the Times-Picayune in its January 19th issue was directed not so much at the logical position of the City of New Orleans as it was to the city's needs, viz:

MEN OF VISION AND FORESIGHT.

The Senator's remarks were:

"New Orleans occupies a position that should enable her to become the greatest port in the world. History records that trade lines of all countries run north and south. The people of Minneapolis are in perfect harmony with the people of Louisiana—between them there is no friction nor cause for friction, for the reason that what one has to sell the other desires to buy. This is just as true as regards climate and the character of the people as it is of wheat and bananas.

"A thirty-foot hard-surfaced highway from Winnipeg to New Orleans will bring more trade than two railroads. What this city needs, however, are *men of vision*."

Placing his hand on Manager Clarkson's shoulder, Senator Young added, "Here is a man who has vision to burn. The splendid results of your State Highway Convention just ended are in a small way due to vision.

"The vision of Walter Parker is at this time being physically expressed in the present construction of your Industrial Canal. Pray for men of vision."

— Build Roads Now —

OFFICIAL MINUTES.

The Official Minutes of both the Louisiana state meeting and the International board meeting will be published in the March issue of the this magazine.

DU PONT AMERICAN INDUSTRIES

Better Highways



The time is near at hand when contractors are going to have plenty of labor offered them. But contracts? The tendency is to wait for normal conditions say those having work to offer. It will probably be some months before it is determined what normal wages of labor and normal prices of building materials are to be.

But there is one class of work in which the contractor is vitally interested that is not going to wait for anything. It is Road Building. There is a tremendous movement developing in the United States toward better roads and it is realized that now is the time to get them.

Everybody interested in good roads—and that surely includes all readers of this paper—should get back of the idea and push! Keep the interest alive; do all you can to intensify it; talk good roads to local editors, bankers, business men, farmers, truck owners, autoists, etc., and bring pressure to bear on those having the power to make appropriations to authorize and approve bond issues, etc. In short, crystallize the road building interest; get the work actually under way.

Road building will provide work for returning soldiers and discharged munition workers; take contractors out of the "nothing doing" class and make them the busiest of the busy; give road supervisors something to think about besides making excuses for bad highways; make the quarries and stone crushers prosperous; boom sales of road machinery, cement, asphalt, tar, etc., enable the farmer to get more closely in touch with town and city markets, sell more cheaply and deliver produce more regularly; decrease transportation costs, relieve delays and increase the pleasure of auto-mobiling.

Write for our Road Construction and Maintenance Booklet No. 580. It's free. It contains a lot of modern information about road building, road machinery, economical use of explosives, etc.

**E. I. Du Point Du Nemours
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DU PONT

GEO. E. McININCH, Director, and Highway Commissioner, St. Joseph, Mo., writes:

"I wish you would extend to the road boosters of the Jefferson Highway in their meeting at New Orleans, my very best wishes and assure them that the State Highway Department of Missouri will co-operate in every way with building the Jefferson Highway through our state, and should we be successful in putting over the \$60,000,000 bond issue which seems now to be coming popular throughout the state, you can rest assured that the Jefferson Highway will be built the entire distance through Missouri."

— Build Roads Now —

"Denison, Texas, Jan. 13, 1919.

To the President and International Board of Directors, Jefferson Highway Association, New Orleans, Louisiana.

Gentlemen:

I have always favored every state traversed by the Jefferson Highway making a definite report in writing of what had been accomplished and plans for the future, at our board meetings; so here goes for Texas.

Following the designation of the Jefferson Highway through Texas, we formed a splendid state association and made rapid progress in the voting of bonds and constructing highways but our program was stopped short when America entered the war and for want of transportation facilities, for material and the scarcity of labor a number of projects under way had to be discontinued temporarily. We expect, however, to finish all the roads that were under construction with as little delay as possible now that material can be transported and labor to continue the work will be available.

Of the 280 miles of the Jefferson Highway in Texas between Red River near Denison and the Louisiana line between Shreveport and Marshall, approximately 85 per cent of the mileage is either built or provided for hard surfaced. About 7 per cent of the remaining 15 per cent is sand and clay construction, leaving 8 per cent, or about 25 miles of unimproved dirt roads, but with good prospects for making the Jefferson Highway 100 per cent during 1919, provided of course, counties having road bonds for sale are able to find a market for them.

The State Highway Department of Texas has greatly encouraged permanent highway construction by holding itself in readiness at all times to extend liberal state and federal aid to counties and communities wanting to vote road bonds; in fact, instead of it being difficult to get financial assistance, our state highway department constantly insists upon a more extensive road building program throughout the state. I believe every county in Texas on the Jefferson Highway has or will receive financial assistance from our State Highway Department.

Very truly yours,
W. N. King,
Vice-President Texas Division."

JEFFERSON HIGHWAY CONTROLS LINES OF DEVELOPMENT

THAT the J-H would actually control the lines along which development would proceed has long been the fixed opinion of those most intimately familiar with the highway movement.

In addition to many other proofs they have had to confirm this opinion now comes another important one.

In Iowa two regularly organized motor truck lines have been put on the Jefferson Highway and are run on schedule. One from Hampton to Albert Lea, and the other from Nevada to Osceola. The tariff is 1 cent per mile per hundred pounds. The distance covered being 173 miles.

What this means in farm values was shown in Clark County, Iowa, a few weeks ago. Two farms changed hands at the same value per acre. The one on the highway with this truck service passing its gate is said to possess fully \$15 less land value than the other one mile off the highway, yet brought exactly the same price per acre.

It is openly talked at Osceola where these transactions took place that the \$15 per acre excess price secured for the farm on the highway was highway values.

Of course, every one is familiar with the railroad values that got into land during the railroad development of the country, but few have as yet trained their foresight onto the increase in farm values that will take place under highway development. Those who have are beginning to pick up farm lands along well organized and managed national highways.

The reason that these national highways will correspond in a large measure to the trunk lines of railroads in controlling development, raising and fixing values with this modification however; the railroads provided stations from six to ten miles apart, while the highway provides a station at every farm gate and every store door.

Those who think land values have reached their zenith in this country have a surprise in store for them in the next five years.

Those who are interested in motor truck transportation can get much valuable information from J. D. Eggleston of Des Moines, Iowa, who is secretary of the Iowa State Defense League.

Those who are interested in the highway values that gets into land adjacent to well organized, well managed highways can learn much from Johnson Richards, secretary of the Clark County Community Club of Osceola, Iowa.

Build Roads Now

Build Roads Now

Build Roads Now

The Standard Method of Surface Treatment



One application of Stanolind Paving Asphalt on Macadam and Gravel Roads has given three years service with practically no expense. Builds more substantial road at one-half the cost of light oil treatment for three years. Can be applied on roads previously treated with Road Oil. Write today for free booklet, "Stanolind Paving Asphalt."

Here are two water bonded roads—top one gravel, lower one Macadam—treated with Stanolind Paving Asphalt at 300° F., 45 pounds pressure, applied one-half gallon to the square yard by special pressure wagon shown in the center illustration.



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Washington, D. C.,

January 10, 1919.

Jefferson Highway Association,

St. Joseph, Mo.

Gentlemen:

The largest and most important meeting ever assembled in the United States for the consideration of highway development and its relation to the economic needs of the country was held in Chicago, Illinois, on December 11th and 12th under the auspices of the Highway Industries Association and the American Association of State Highway Officials.

The meeting was attended by delegates from Road Associations, Chamber of Commerce, Rotary Clubs and other civic and industrial organizations from forty-four states and was unique in character because its entire program was devoted to the consideration and discussion of broad and constructive policies, both national and state. It clearly illustrated the demand for greater progress in highway development and that further neglect of our highways will not be tolerated.

All during the week—in the lobbies and on the convention floor—intense conferences were held, informal and otherwise on the real issue before the Congress, the recommendation for National legislation providing for a Federal Highway Commission with authority to study, promote and guide the powerful economic development of highways and highway traffic.

The very able presentation of a "Suggested National Highway Policy and Plan" by E. J. Mehren, Editor of the Engineering News Record was followed by the offering of a Resolution which was referred to the Resolution Committee and reported back by them to the convention with their unanimous approval and recommendation. Copy is enclosed.

Additional importance has been given the Highway Congress by the Chairman of the 392 War Service Committees in session on January 3d in New York City who unanimously concurred in the action of the Congress and endorsed their Highway Resolution.

You will note that the Resolution calls for three specific things:

- 1st. The creation of a Federal Highway Commission.
- 2d. The establishment of a National Highway System.
- 3d. That the present Federal Aid to the states be continued and increased.

The Legislation for the above is now being prepared and will be introduced into Congress. Its passage will depend largely upon the crystallization and mobilization of sentiment throughout the United States and the presentation of that sentiment from the various communities to their Representatives in Congress. We will appreciate if you will write us in answer to the following questions.

- 1st. Do you believe that it was proper and fair for the state to relieve the counties of certain highway construction and if so should not the Federal Government assume responsibility for the construction and maintenance of a limited mileage of the trunk line highways throughout the country which must care for the demands of interstate traffic?
- 2d. May we depend upon you for active co-operation in the crystallization and mobilization of public sentiment in your community for the enactment of National Legislation to meet the provisions set forth in the attached resolutions?

A plan of campaign for the Legislature is being formed in accordance with the enclosed illustration and we are naturally anxious for the support of your organization. The "Federal Highway Committee" as shown on the plan will be composed of men prominently connected with the good roads movement throughout the entire country and therefore will be in so far as possible representative of all states.

Very truly yours,

HIGHWAY INDUSTRIAL ASSOCIATION.

S. M. WILLIAMS, President.

RESOLUTIONS OF THE HIGHWAY CONGRESS

Held in Chicago Under the Auspices of the Highway Industrious Association and the American Association of State Highway Officials and Participated in by Many National Highway Associations.

— Build Roads Now — Build Roads Now — Build Roads Now —

RESOLUTION

WHEREAS, The President of the United States in his recent message to Congress, recognized the value of improved highways in the general transportation system of the nation and definitely recommended and urged their rapid development; and,

WHEREAS, This work is necessary to give employment to our returning soldiers and also to furnish worthy projects on which unemployed labor can be engaged during the period of readjustment; and

WHEREAS, We recognize the necessity for a well defined and connected system of improved highways in order to expedite the distribution of large volumes of foodstuffs now wasted on account of the lack of prompt and adequate highway transportation and to better serve the economic and military needs of the nation.

THEREFORE, BE IT RESOLVED, That a Federal Highway Commission be created to promote and guide this powerful economic development of both highways and highway traffic and establish a National Highway System.

BE IT FURTHER RESOLVED, That the present appropriations for Federal aid to the States be continued and increased and the States urged to undertake extensive highway construction so as to keep pace with the development of this country and its transportation needs, and in carrying out the provisions of the present Federal Aid Act or any amendment thereto that the State Highway Departments shall co-operate with the Federal Highway Commission.

BE IT FURTHER RESOLVED, That all Governmental activities with respect to highways be administered by the Federal Highway Commission.

RESOLUTION COMMITTEE OF HIGHWAY CONGRESS

Mr. PAUL SARGENT	Augusta, Maine
Mr. W. T. WHITE	Cleveland, Ohio
Mr. GEO. DEIHL	Buffalo, N. Y.
Mr. GEO. E. JOHNSON	Lincoln, Neb.
Mr. W. O. RUTHERFORD	Akron, Ohio
Mr. J. M. LOWE	Kansas City, Mo.
Mr. W. G. THOMPSON	Trenton, N. J.
Mr. A. N. JOHNSON	Chicago, Ill.
Mr. JOHN CRAFT	Mobile, Ala.
Mr. W. E. METZGER	Detroit, Mich.
Mr. A. R. HIRST	Madison, Wis.
Mr. W. P. BLAIR	Cleveland, Ohio
Mr. J. D. CLARKSON	St. Joseph, Mo.
Mr. A. H. BLANCHARD	New York, N. Y.
Mr. H. S. QUINE	Akron, Ohio
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Mr. G. P. COLEMAN	Richmond, Va.

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Mr. C. F. ADAMS
Mr. C. H. HOUSTON
Mr. W. A. ALSDORF
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BONDS SELL WELL

Grant Parish Jefferson Highway Bonds Bring Bonus.

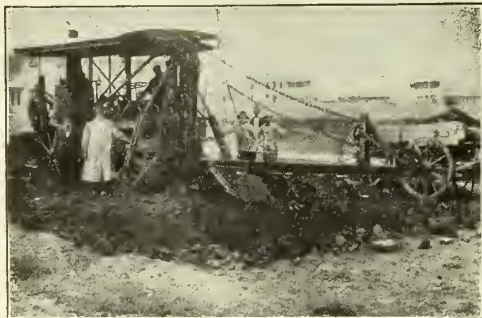
COLFAX, LA., Jan. 6—Grant parish has sold \$75,000 worth of road bonds for \$80,780. These bonds were voted two years ago to build the link of thirty-three miles of the Jefferson Highway through this parish, but their sale was forbidden by the war regulations. The bid was from W. L. Slayton and Company of Toledo, Ohio., offering \$80,780 and accrued interest from January 1, 1919, for the \$75,000 in bonds.

— Build Roads Now —

J. K. MARTIN, Director, Little Falls, Minn., writes:

"This is going to be a big year for road work. We have about \$200,000.00 to spend in Morrison County and expect to gravel surface the Jefferson Highway the entire length of the county. Am sorry we are unable to hard surface it this year, but there is a big move on to vote bonds to hard surface 6,000 miles of roads in Minnesota and we feel certain that the Jefferson Highway will be one of them. We are keeping in close touch with our representatives and the legislators this year, which are in session at St. Paul now. With this important bill before the legislators, Mr. Millard and I both feel that we could hardly leave the state of Minnesota during the month of January and February. We are on the job here in Minnesota even if we cannot be with you at New Orleans."

KEYSTONE 10-TON TRACTION SHOVEL For Road Grading, Ditching, Back-filling, Etc.



Is light enough to cross culverts and small bridges safely; self-moving over steep and hilly roads; easily operated and low priced. Descriptive Bulletin on request. Handles three kinds scoops; Dipper for side hill excavation; Ditcher, for trenches, and Skimmer, here illustrated, for road grading. Economically lifts 6-inch cut, leaving finished surface, any desired slope within half circle 32 feet in diameter. Capacity 300 to 400 cubic yards per day.

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On the Jefferson Highway
6% PAID ON TIME DEPOSITS
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Best Equipped Home for Automobiles in
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Jefferson Highway Garage

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Buick Agency EUFAULA, OKLA.

ALBERT ANDERSON of Clearwater, Minnesota, writes:

"The road building program in the United States is one of the paramount issues before us today, and the burning question is the best way and how to come down to immediate business in road or highway construction.

Our good state of Minnesota is already beginning to shake its splendid furs for more and better roads. The people are ready for it. They realize that by thorough organization with a will to do, nothing can stop them from obtaining good roads now, as now is the time that they want them and not when they are dead and gone.

This is the generation that has built and developed the great Northwest, and especially Minnesota, a work so great, grand and magnificent that the finest monument made by the greatest sculptor now living could not do them justice.

Minnesota is the first state in the Union in butter, wheat, barley and oats—products raised on the farm, and with a mineral wealth in iron and iron mines such as the world has never known, and still our highways as a whole, with the exception of a few miles here and there, are mere trails, not roads befitting a state like ours, and a people ranking first in other industries.

Therefore, Minnesota will also soon be classed as first in the good roads movement and we hope that she will also capture the banner as the first state in the Union when good highways are to be the measure under discussion.

The splendid highway movement in Minnesota for more and better roads, and the best roads that money and brains can build is largely due to the one great road movement—the entry of the Jefferson Highway into our state, from Winnipeg to New Orleans.

The building of this magnificent highway through our state has been like an electrical spark and has set the whole state afire to the urgent need of good roads—and that immediately, and is the one large factor that has created and built up the good road sentiment which our legislature, about to meet now, is bubbling over with—hats off to the Jefferson Highway.

G. C. HALL & CO., EUFAULA, OKLA.

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ATOKA AUTO AND SUPPLY CO.

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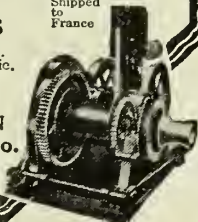
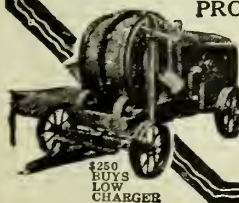
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or near your city.

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EUROPEAN PLAN, PRIVATE DINING ROOMS

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FACTORY SITES
WITH NATURAL GAS AS
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NEW PHONE 1492, the year Columbus discovered America. We are constantly discovering profitable investments for our customers.



LONG DISTANCE PHONE 1776, the year the Declaration of Independence was signed. Be independent and let your rent be applied on your own home.

THE CITY THAT HAS NATURAL GAS TO BURN

FREE TO ALL NEW INDUSTRIES

January 16, 1919.

Mr. J. D. Clarkson,
General Manager, Jefferson Highway,
Hotel Bentley, Alexandria, La.

Dear Sir:

As Chairman of the Caddo Parish, Jefferson Highway Membership Committee, I am glad to report Shreveport and Caddo Parish will be fully 100% JEFFERSON HIGHWAY.

Shreveport was first to complete its Good Roads both North and South of here on the Jefferson Highway in the State of Louisiana. It was likewise first to pay a Good Road tax, and the first to mark the Jefferson Highway in the State.

Shreveport citizens showed their appreciation of the Jefferson Highway and good roads by giving the distinguished party, who made the relay run from Winnipeg Canada to New Orleans the greatest ovation of any city on its entire 2600 mile trip by having a parade of more than ten miles in length, of autos filled with good road enthusiasts, and escort them to Mansfield.

Shreveport merchants fully realize the benefits of good roads, and more especially an International Highway. The splendid Christmas business done by them, would not have been half as good owing to heavy rains a week before, were it not for the excellent roads radiating in all directions out of here, which would have been impassable to the throngs of ruralists to do their shopping for the holidays, were it not for the excellent highways which were heavily traversed. Those who do not own autos take advantage of our regular scheduled interurban Motor Busses to visit here, and use the Motor truck to carry their purchases on their return.

I have been on a number of committees for civic upbuilding and good causes, but never have I seen appreciation and co-operation more fully shown, than by our merchants who voluntarily entered their subscription for National Membership in the Jefferson Highway Association.

Yours very truly,

S.B. Simon

Ch'm Caddo Parish Membership Com.

WE HAVE A SUB-AGENT IN EVERY CITY IN THE UNITED STATES AND CANADA

5-705-
-E

The Modern Highway

Published Monthly by

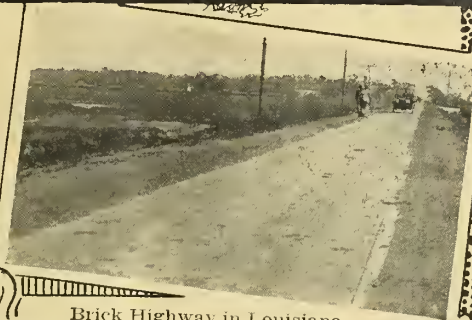
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JEFFERSON HIGHWAY ASSOCIATION

MARCH, 1919



St. Paul, Minn.
Residence District



Brick Highway in Louisiana



Ferndale Clubhouse, Pittsburg, Texas



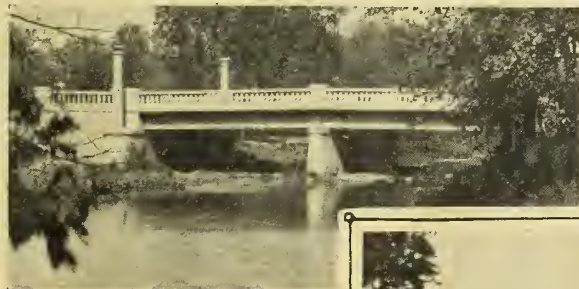
J-H, north of Atoka, Okla.



A Kansas City Canon



Boise, La., Boys Boosting J-H



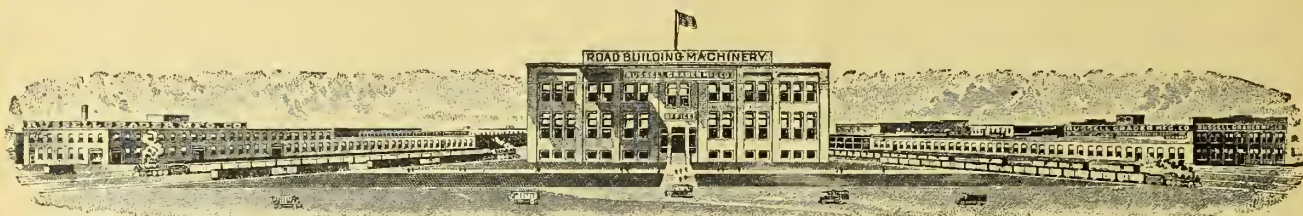
Concrete Bridge at Mason
City, Iowa



Jefferson Highway, Fairbault, Minn.



On J-H south of
St. Joseph, Mo.

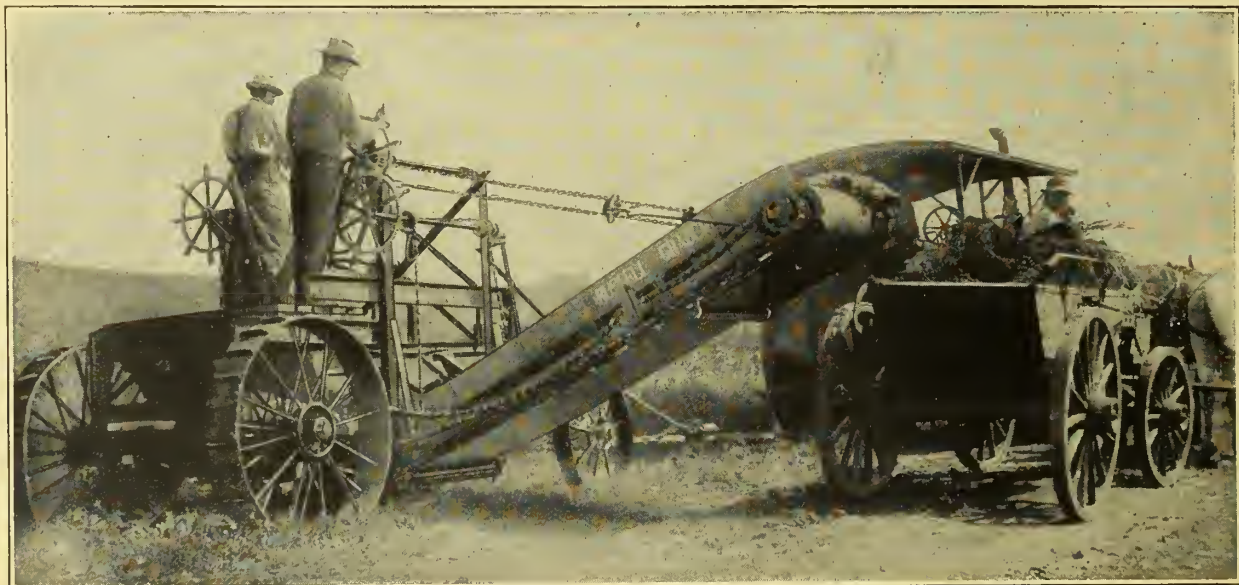


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The Modern Highway

Volume IV



Number 2

Formerly "Jefferson Highway Declaration"

MARCH, 1919

Published Monthly by Jefferson Highway Association, St. Joseph, Mo.

"Entered as second-class matter, January 16, 1918, at the postoffice at St. Joseph, Mo., under the Act of March 3, 1879."



ANNUAL MEETING

Of The International Board of Directors of the Jefferson Highway Association
in Session at New Orleans, January 16 and 17, 1919. Meetings Held in
the New Orleans Association of Commerce Building.

— Build Roads Now — Build Roads Now — Build Roads Now —

ROLL CALL: A list of the International Board of Directors present and proxies representing absent members as authorized by telegrams, letters, etc., form a part of the minutes of this meeting.

CHAIRMAN: In the absence of President W. A. Hopkins of Iowa, Vice-president Thomas H. Johnson of Winnipeg and second vice-president Mrs. John Lamar Kimball of Shreveport, the meeting was opened by Secretary Walter Parker of New Orleans at 11 o'clock, January 16, 1919. Mr. James E. Combs of St. Joseph, treasurer of the Jefferson Highway Association, was then appointed chairman of the sessions at New Orleans.

SPEAKERS: Mr. Combs in calling the meeting to order called upon General Manager J. D. Clarkson for roll call and reading of telegrams and letters authorizing proxies of this meeting as stated above. The chairman then called upon Acting Mayor A. G. Ricks, representing the City of New Orleans. Mr. Ricks extended a welcome to the International delegates, urging them to note the progressiveness of the city and the industrial expansion of the southern terminus of the Jefferson Highway, promising co-operation to the association.

COMMITTEES: Chairman Combs, upon authority of resolution by Mr. Walter Parker of New Orleans, seconded by Mr. Russell of Kansas and carried, then appointed the following committees: Resolutions Committee, Messrs. Russell and Shepard; By-Laws Committee, Messrs. Parker, Connett and Millard; Auditing Committee, Messrs. Shafer and Weeks; Nominating Committee, Messrs. Frisby and Duncan.

INJUNCTION SUITS: At the request of Mr. R. D. Nibert, Secretary of the Louisiana-Jefferson Highway Association, the chairman recognized Mr. William J. Sandoz of Opelousas, Louisiana, and called upon him to outline the

status of the injunction suits of the Texas and Pacific Railroad versus five parishes in Louisiana. In part Mr. Sandoz stated that three judges had decided in favor of certain road districts along the Jefferson Highway. In other parishes, elections with reference to bond issues were considered illegal. Mr. Sandoz feels confident that the Circuit Court of Appeals in New Orleans, March, 1919, will upset the appeals. As this is a state matter, to be handled by the Louisiana-Jefferson Highway Association, no action was taken by the International delegates, and the entire matter referred to the Louisiana organization.

STATE REPORTS: The General Manager stated that the International Board of Directors were in session this day at five different points, which would be proven by the state reports made by representatives of the state and by General Manager Clarkson, in the absence of directors from other states.

MANITOBA: In the absence of Honorable Thomas H. Johnson, Mr. Clarkson reported that this International Board of Directors was now in session with the Legislature of Manitoba by reason of the fact that the Mr. Johnson's absence was caused by his duties as attorney general with the Manitoba Legislature, which duties incidentally had much to do with the completion of the highway in Manitoba.

MINNESOTA: Mr. R. B. Millard of Little Falls, Minn., reported the absence of two delegates now in attendance upon the Legislature for the passage of a state bond issue of fifty million dollars for the construction of forty-foot hard-surfaced roadway, connecting all county seats. Of the 1500 miles of permanent roadway, 500 miles are on the Jefferson Highway. The tax covering this construction will be paid through auto licenses in accordance to horse power. A survey at a certain point of the Jefferson Highway in Minnesota showed

traffic amounting to 1144 cars, averaging three and one-third persons each, the first ten days of September, 1918.

IOWA: Mr. H. H. Shepard, representing the State of Iowa, reported the organization of the Iowa Highway Transport Committee, which is now planning motor truck routes in all directions in the State of Iowa. He read a portion of the message of the governor of Iowa, addressed to the legislature, urging the hard-surfacing of all main roads. He expressed the belief that within three years, the Jefferson Highway in Iowa would be paved with concrete from Missouri to the Minnesota line. Mr. J. D. Clarkson explained that Mr. James F. Harvey of Leon was absent because of his official duties as chairman of the Good Roads Committee of the greater Iowa Commercial Association which is now in session. Mr. Clarkson further explained that Mr. Harlan, representing the Jefferson Highway in Iowa, remained home because of illness.

MISSOURI: Mr. George E. McNinch, detained by duties as Missouri Highway Commissioner, was represented by proxy by Mr. Wesley P. Connett. Mr. Connett outlined the plans of the State of Missouri for a \$40,000,000 statewide bond issue for hard-surfacing roads, part of which are along the Jefferson Highway. Mr. Connett, who is officially connected with Pikes Peak Highway which crosses the Jefferson Highway at St. Joseph, Mo., is co-operating with this association and is assisting in the completion of the Jefferson Highway in the State of Missouri. The State of Missouri was also represented by Messrs. James E. Combs and E. H. Frisby with Mr. Jno. M. Malang, being represented by proxy.

KANSAS: The State of Kansas, being represented by Mr. A. H. Shafer of Pittsburg, Kan., and Mr. H. A. Russell of Fort Scott, Kan. Mr. Shafer was called upon to outline the work of that state. He advised the directors that the Kansas State Roads Association is making plans for the passage of a bill, creating a law voting a bond issue of \$60,000,000 for the improvement of 5000 miles of hard-surfaced roadway of brick and concrete construction. He spoke of a bridge cost \$18,000 and the hard-surfacing of roads which were completed through the raising of funds by the business men and commercial organizations. The bond issue above referred to will take in roads over which the Jefferson Highway passes.

OKLAHOMA: A telegram from Mr. Paul Nesbit of McAlester, Vice-president for Oklahoma, explaining his absence because of the chairmanship of the Goods Roads Committee of the legislature, which is today introducing a \$50,000,000 good roads bill, for the purpose of building and hard-surfacing roads in Oklahoma, part of which cover the mileage of the Jefferson Highway.

TEXAS: Mr. W. N. King of Denison, being absent, was represented by proxy. In a letter dated January 13, 1919, he submitted a report to the effect that "of the 280 miles of the Jefferson Highway in Texas between Red River near Denison and the Louisiana line between Shreveport and Marshall, approximately 80 per cent of the mileage is either built or provided

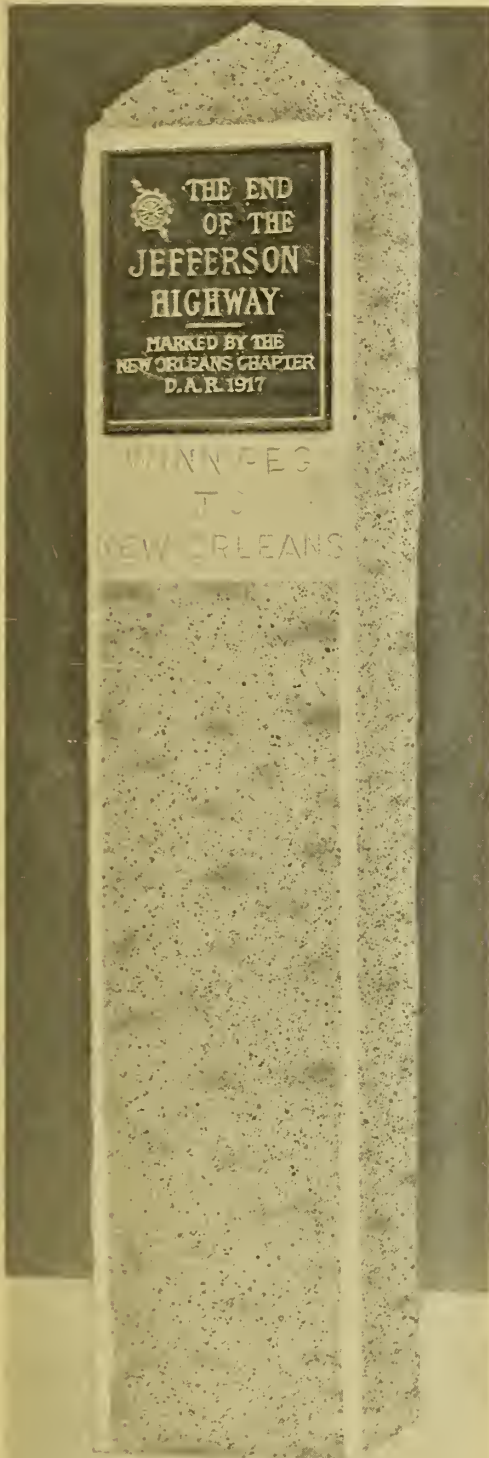
for hard surfaced. About 7 per cent of the remaining 15 per cent is sand and clay construction, leaving 8 per cent, or about 25 miles of unimproved dirt roads, but with good prospects for making the Jefferson Highway 100 per cent during 1919, provided of course, counties having road bonds for sale are able to find a market for them."

LOUISIANA: In the absence of Senator T. L. Dowling of Gloster, Vice-president for Louisiana, called home by the sudden death of his father, Mr. Will Mercer of Shreveport reported the status of the Louisiana section of the Jefferson Highway. In his report, he stated that Caddo Parish was completely hard-surfaced; that the five parishes between Shreveport and Baton Rouge were enjoined by injunction from issuing bonds amounting to \$985,000, which, however, will soon be released through various means; that roads in other parishes between Shreveport and Baton Rouge were now either under construction or provided for. His report was further supplemented by a statement of Mr. Henry G. McCall, ex-vice-president for Louisiana and chairman of the Good Roads Bureau of the New Orleans Association of Commerce, reporting that the highway between Baton Rouge and New Orleans was now 50 per cent hard-surfaced with construction for all but sixteen miles provided for. In accordance with information secured by the Goods Roads Bureau, the State of Louisiana, through its State Highway Department, together with the parishes through which the highway passes is preparing to spend approximately \$1,375,000 for road construction of the Jefferson Highway between New Orleans and the Texas-Louisiana line.

REORGANIZATION AND FINANCING:

General Manager J. D. Clarkson then explained to the International Board of Directors the plan submitted to and approved by the Advisory Committee at its last meeting, permitting the refinancing of the Jefferson Highway Association upon a plan based upon mileage, population and bank resources. This plan was put in operation in North Missouri and readily adopted by all towns of that state where presented, when the General Manager was called to New Orleans to carry on that campaign in Louisiana and organize the Louisiana-Jefferson Highway Association, with its parish chapters, preparatory to the State Convention of the Louisiana-Jefferson Highway Association and the annual meeting of the International Board of Directors, to be held in New Orleans. General Manager Clarkson then went into details of the refinancing plan, requiring individual civic memberships and allowing double civic memberships for commercial and other organizations. He explained the method arrived at for providing quotas for the various communities and counties. In order to make the refinancing plan effective and legal, an amendment, Article 17 of the By-Laws is necessary. The amendment to the By-Laws was then read by General Manager Clarkson, and upon motion of Mr. Shafer of Kansas, seconded by Mr. Shepard of Iowa, referred to the Committee on By-Laws to await their action and recommendation.

Upon motion of Mr. Connett of Missouri, the sessions adjourned until 2:30 in the afternoon, following the official dedication of the stone presented by the New Orleans Chapter, Daughters of the American Revolution, marking the southern terminus of the Jefferson Highway.



DEDICATION OF SOUTHERN MARKER:
At 2 p. m. January 16, 1919, the International Board of Directors met the members of the New Orleans Chapter, Daughters of the American Revolution, and after a brief ceremony in the rain at the corner of St. Charles and Common Streets, at which ceremony, the six-foot granite marker with copper tablet, presented

by the New Orleans Chapter, Daughters of the American Revolution, was draped with the American and British flags, and unveiled immediately and the ceremony continued in the convention hall of the St. Charles Hotel. Continuing the ceremony in the St. Charles Hotel, under the auspices of the regent of the New Orleans Chapter, Daughters of the American Revolution, remarks were made by a representative of the chapter, and the marker presented to the Jefferson Highway Association by the chapter with remarks made by Walter Parker. The marker was then placed in the custody of the City of New Orleans for protection, and was accepted by Acting Mayor Ricks. The ceremony was concluded by remarks made by General Manager J. D. Clarkson, Senator Young and others.

AFTERNOON SESSION, JANUARY 16, 1919 REORGANIZATION AND FINANCING:

The report of the By-Laws Committee, with reference to adding Article 17 to the By-Laws, referring to refinancing and memberships, was then read by Mr. Walter Parker, chairman of the committee. Upon motion of Mr. Parker of New Orleans, seconded by Mr. Connett of Missouri and carried, the amendment, Article 17 of the By-Laws, as signed and approved by the By-Laws Committee of the International Board of Directors, was adopted, same reading as follows:

ARTICLE XVII.

SECTION I. There is hereby created two additional memberships in the Jefferson Highway Association; one to be known as the Single Civic Membership and one to be known as the Double Civic Membership.

The Single Civic Membership to be applicable to the smaller cities of the Jefferson Highway and Double Civic Memberships to be applicable to the larger cities of the Jefferson Highway.

The Single Civic Membership to be for Five Thousand Dollars, payable one thousand dollars each year in advance.

The Double Civic Membership to be for Ten Thousand Dollars, payable two thousand dollars each year in advance.

SECTION 2. The cities providing the Single Civic Membership either through one or more of its civic bodies or by a combination of individual memberships will, when such membership is accepted by the International Board be entitled to the franchise for the Jefferson Highway subject to the rules and regulations of the Board of Directors, heretofore or hereafter adopted, and be entitled to a representation by three delegates in the meeting of its home state and be entitled to one director on the International Board of Directors.

SECTION 3. The cities providing the Double Civic Membership as provided in Section 2 of this article will be entitled to six delegates to the home state meetings and two representatives on the International Board subject to the same conditions.

SECTION 4. These two classes of representatives to be entitled to participate and vote in all meetings of their respective bodies in person, but not by proxy.

SECTION 5. The right of representatives of civic memberships to participate and vote in state or International meetings will be in abeyance when the payments on such memberships are in arrears.

SECTION 6. The ultimate acceptance of memberships and the granting of the franchise of the Jefferson Highway Association must be by affirmative action of the International Board of Directors.

SECTION 7. All counties, parishes, municipalities (in Canada), and holders of Single and Double Civic Memberships which are not in arrears on their membership payments will be entitled to have paid out of the International Treasury the railroad fares or automobile mileage not exceeding the railroad fares, of their respective delegates to and from their homes to the place at meeting of state associations for one meeting a year. The railroad fares or automobile mileage not to exceed the railroad fares, of the International Directors and general officers shall be paid out of the International treasury.

This provision to apply as soon as any unit shall provide its quota or more of memberships.

APPLICATION OF AMES, IOWA: Mr. F. C. Waterbury of Des Moines, one of the members attending the organization meeting of the Jefferson Highway, was then called upon and introduced Mr. Parley Sheldon, representing the Commercial Club of Ames, Iowa. Mr. Sheldon presented a plea of the City of Ames that the Jefferson Highway be re-routed to run through the City of Ames, Iowa. Mr. Sheldon produced maps, figures as to mileage, statements as to road conditions, crossings and other matters which were rectified since the Ames, Iowa, route was disqualified in the organization and routing of the Jefferson Highway. He stated that in the organization of the highway, the matter had been referred to three citizens of Ames, who were not the proper parties, and therefore did not take the proper interest in securing the Jefferson Highway for that city. As a director of an interurban railroad which, at the time of organization of the Jefferson Highway, put several dangerous obstacles in the way of the highway because of dangerous crossings, Mr. Sheldon stated that the road had been rerouted and dangerous crossings removed, that the highway had been straightened, dangerous curves done away with, and re-routed along a right-of-way controlled by the interurban, making a mile and a fraction difference in the length of the route as compared with the present route. He stated that the Lincoln Highway passes through Ames, Iowa, and that ample hotel facilities and other interests to tourists are amply provided for at Ames. Following Mr. Sheldon's remarks, all data presented by Mr. Sheldon were placed in the hands of General Manager Clarkson for proper action.

MINUTES: Upon motion of Mr. Walter Parker of New Orleans, seconded by Mr. Wesley Connett of Missouri, it was moved that the minutes of the last meeting of the International Board of Directors be approved without being read; carried.

LIFE MEMBERSHIP: Upon motion of Mr. Parker of New Orleans, seconded by Mr. Shep-

ard of Iowa and carried, Senator Lafayette Young, because of the fact that he was the first presiding officer of the convention creating the Jefferson Highway, be declared a life member of the Association, and that the following resolutions, presented by the Resolutions Committee, be adopted and life membership in the Jefferson Highway Association presented to Senator Young at a luncheon at the close of these sessions:

BE IT RESOLVED by the International Board of Directors of the Jefferson Highway Association in session at its annual meeting at New Orleans, Louisiana, on January 17, 1919, that a vote of appreciation be given to Senator Lafayette Young for the masterful manner in which he presided at the meeting in New Orleans in November, 1915, at the time of the organization of the Jefferson Highway Association, and that the splendid growth of the Jefferson Highway Association is due to the organization that was made possible by the ability of Senator Young as a presiding officer over said meeting, and that in recognition of the services rendered by Senator Young at that meeting and as a tribute to his well-known activities in the interest of good roads, that Senator Young is hereby elected a life member of the International Board of Directors of the Jefferson Highway Association and is authorized and invited to attend all international meetings of the Board of Directors of the Jefferson Highway Association.

APPLICATION FOR NEXT MEETING: Representing the Commercial Organizations of the City of Shreveport, Mr. Will Mercer placed the application of the City of Shreveport before the International Board of Directors to hold their next annual meeting in that city immediately following the second annual convention of the Louisiana-Jefferson Highway Association, decided for that city at the state meeting, January 15, 1919. Mr. H. A. Russell of Fort Scott, Kan., in behalf of the Commercial Club of Fort Scott then made an application for the next annual meeting of the International Board of Directors, to be held in the City of Fort Scott, Kan. Mr. H. H. Shepard then extended an invitation to the International Board of Directors to hold the summer meeting of 1920 at Mason City, Iowa. The application of the City of Winnipeg to hold the next meeting, being the meeting of summer 1919, at the City of Winnipeg, was also presented by General Manager J. D. Clarkson. All of the above applications were then referred to the Advisory Committee for recommendation at the next session.

RATIFICATION OF CHARTER: Moved by Mr. Walter Parker of New Orleans, seconded by Mr. Frisby of Missouri, that this Board of Directors formally ratify, approve and adopt the charter of the Jefferson Highway Association as filed in the records in the State of Louisiana, and that the Resolutions Committee be requested to draft resolutions to be spread upon the minutes of this body, covering any points necessary for the completion of the organization and work of this association. Unanimously carried.

PRIOR ACTS: Moved by Mr. Shepard of Iowa, seconded by Mr. Russell of Kansas and carried that we hereby ratify, approve and confirm all acts that have been performed by any of the officers and other representatives of the Jefferson Highway Association, and that we confirm and approve the expenditures of funds that have been or shall be regularly approved by the Auditing Committee.

TREASURER'S REPORT: Treasurer James E. Combs then read the following report of receipts and disbursements of the Jefferson Highway Association, explaining the items listed therein:

**TREASURER'S STATEMENT
JEFFERSON HIGHWAY ASSOCIATION
JULY 1, 1918, to JANUARY 1, 1919.**

Receipts—

Balance on hand July 1, '18	\$1,861.74
Subscriptions	\$ 273.92
Advertisements	1,374.25
Memberships	245.00
Mileage	270.00
General	1,500.00
	<hr/>
	3,663.17
	<hr/>
	\$5,524.91

Disbursements—

Declaration	\$1,110.03
Salaries	1,450.00
Traveling Expense	991.18
Office Expense	366.00
General Expense	1,247.85
	<hr/>
	5,165.06
Balance on hand Jan. 1, '19	359.85

Total\$5,524.91

JEFFERSON HIGHWAY DECLARATION: General Manager Clarkson then outlined a plan whereby the Jefferson Highway Declaration, which was proven in the treasurer's report to be a self-sustaining publication, could be extended in scope so as to have the support of other highway associations and secure national advertising, which would enable the publication of a monthly journal of still better quality. He explained further that he had employed a publicity commissioner who would be in charge of the publication of this magazine, under the supervision of the General Manager of the highway. In order to broaden the scope of the journal as above outlined, the General Manager stated that it might be necessary to change the name of the official organ of the Jefferson Highway from "Jefferson Highway Declaration," to "The Modern Highway." After some discussion and upon motion made, duly seconded and carried, the matter was left to the discretion of the General Manager.

BEAUTIFICATION OF THE HIGHWAY: Mr. Walter Parker reviewed an address made by Mrs. W. G. C. Storm, President of the State Federation of Women's Clubs of Louisiana, made before the first annual convention of the Louisiana-Jefferson Highway Association on Wednesday, January 15, 1919, in which plans for the beautification of the Jefferson Highway in Louisiana by the women's clubs with the co-operation of the State Conservative Commission, were outlined. The General Manager was requested to take this same matter up with

other states through which the highway passes, so that they too will make plans for the beautification of the highway. In this connection, it was stated by one of the northern directors that care must be taken in the planting of these trees, so that they will not shade the highway, causing dampness and softness of the roadbed and causing the trees to act as a fence, making snow drifts.

Adjourned until Friday, January 17, 1919, at 9:30 a. m.

MORNING SESSION, JANUARY 17, 1919.

DISTRICT MERIT MEDAL: General Manager Clarkson presented a photograph of the district merit medal which was authorized to be issued to communities coming up to the requirements of the Jefferson Highway Association. This matter was left to the judgment of the General Manager to put into effect.

ACTIONS OF GENERAL MANAGER: Upon motion made, duly seconded and carried, all actions of the General Manager, as summed up under various headings and reports made by him at this session of the Board of Directors, were then approved by the Board of Directors.

LOUISIANA-JEFFERSON HIGHWAY ASSOCIATION: Mr. R. D. Nibert, Secretary of the Louisiana-Jefferson Highway Association, outlined the completion of the organization of the state association, reported the memberships in each of the parishes and action of the state association in electing its officers and representatives on the International Board. The question of a state membership fee, to defray the expenses, such as postage and printing for the state organization, having been previously discussed by the state officers, was then brought up. After some discussion, the treasurer, supported by the directors present, stated that it was the sense of the meeting that all expenses incurred in organizing the Louisiana-Jefferson Highway Association should be paid from the general treasury of the Jefferson Highway Association.

SUBSCRIPTIONS JEFFERSON HIGHWAY DECLARATION: Discussion with reference to increasing the list of subscribers to the Jefferson Highway Declaration, was then taken up, and the General Manager requested to ask the co-operation of the secretary of each of the state organizations, in increasing the list of subscribers.

SENATOR YOUNG: Senator Lafayette Young, who presided at the organization meeting of the Jefferson Highway Association in New Orleans in November, 1915, was present at this session and was called upon to make remarks. It is Senator Young's belief that the Jefferson Highway should have a thirty-foot road the entire length of the highway. That the natural trade routes of all countries extending north and south, with the exception of the trade routes in the United States, which were taken out of their courses through the railroads traveling in an east and west direction. Senator Young stated that he believed that the rivers and highways of the country would soon bring the trade routes back to natural lines, and that the Jefferson Highway, in his opinion, the greatest of all highways, will bring more trade

from the grain fields and manufacturing centers of the North to the sugar, cotton, rice and other fields of the South, will bring manufactured articles and other freight over the Jefferson Highway from the North for export through New Orleans, and that as such a trade artery, will bring more business to the South than any two railroads, and in turn will bring back to the North those articles raised in the South and imported in southern cities to the North where they are needed.

REPORTS OF COMMITTEES: Auditing Committee—Upon motion of Mr. Shafer of Kansas, seconded by Mr. Connet of Missouri and carried, the report of the Auditing Committee, which has investigated the books and records of the Jefferson Highway Association, having found them all correct and approving same, was accepted and filed.

NOMINATING COMMITTEE: The report of the Nominating Committee by Mr. Frisby, recommending the following officers, was then read:

For President—Honorable Thomas H. Johnson, Winnipeg, Canada.

For Vice-President—Honorable Walter Parker, New Orleans, Louisiana.

For Honorary Vice-President—Mrs. John Lamar Kimball, Shreveport, Louisiana.

For Secretary—R. P. Brewer of Kansas City, Missouri.

For Treasurer—James E. Combs, St. Joseph, Missouri.

Upon motion of Mr. Frisby, of Missouri, seconded by Mr. Connett of Missouri, the report of the Nominating Committee was received, nominations closed, and the officers above nominated, unanimously elected.

LOUISIANA INJUNCTION SUITS: Mr. C. J. Pope of Bunkie, Louisiana, having been appointed chairman of a committee to investigate and bring to a conclusion the injunction suits of the Texas and Pacific Railroad versus several parishes in Louisiana, enjoining the issuance of bonds, and thereby delaying the construction of roads of the Jefferson Highway in Louisiana, reported having called upon the railroad's legal representative with apparently no success. He stated that the injunction suits would be brought before the Court of Appeals in New Orleans during the month of March and requested the co-operation of the International Board of Directors in assisting the Louisiana-Jefferson Highway Association in bringing this matter to a head. A set of resolutions adopted by the Louisiana-Jefferson Highway Association were presented and read. After much discussion, it was moved by Mr. Connett of Missouri, seconded by Mr. Glenny of New Orleans that the Vice-President, Mr. Walter Parker of New Orleans, the General Manager, Mr. J. D. Clarkson and the State Representative, Mr. C. J. Pope, be given authority to handle the case presented by the Louisiana-Jefferson Highway Association, including the unanimous endorsement of the International Board of Directors of the Jefferson Highway from New Orleans to Winnipeg. Carried. Mr. Parker stated that in acting upon this matter, an appeal should be made to the Honorable Walter D Hines, Director General, U. S. Railroad Administration,

Washington, D. C., calling attention to the delay caused by railroads with reference to highway construction and urging his co-operation in preventing similar injunction suits as that of Louisiana for the development of both highways and railroads throughout the country. The committee then adjourned, and upon returning to the assembly room, presented the following letter, addressed to the Director General of Railroads, duly endorsed by the Directors present, to be signed by the General Manager and Board of Directors of the Jefferson Highway Association.

"Honorable Walter D. Hines,
Director General,
U. S. Railroad Administration,
Washington, D. C.

Sir: In annual meeting assembled, the Board of Directors of the Jefferson Highway Association, which is promoting the building of a 365-day highway connecting New Orleans with Winnipeg, Canada, and passing through the states of Louisiana, Texas, Oklahoma, Kansas, Missouri, Iowa, Minnesota and the province of Manitoba, have adopted the following resolutions addressed to you:

"Public policy requires the rapid construction of dependable highways connecting the various sections of the country. Public policy also requires that those factors necessary to the accomplishment of this purpose be utilized to their fullest extent in aid of highway building. Practice and custom in vogue in the past involved many delays and difficulties in bringing necessary factors to bear for such purposes. In our efforts we are encountering such delays, notably in Louisiana, through railroad injunction suits against highway district bond issues, and in other states, and we, the Directors of the Jefferson Highway Association, respectfully petition you, as Director General of the United States Railroad Administration, to use your good offices in reducing all such delays to a minimum, and in opposing the bringing of suits intended to delay highway development, except where such suits are imperative. Further, it was the sense of the Board that you must realize the great value that development of territory through highway building will prove to the railroad carriers, and that the co-operation rather than the opposition of the railroads would prove of great help in such development."

By order of the Board.
(Signed) J. D. CLARKSON,
General Manager.

LEGALITY OF ACTIONS TAKEN: The question of the legality of actions taken at sessions of the International Board of Directors and the question as to the legality of actions taken at the sessions of the Board of Directors held in other places than the domicile of the Jefferson Highway Association, which is recorded as the City of New Orleans, having been discussed at a previous meeting, was referred

(Continued on page 19)

THE FIRST ANNUAL CONVENTION

Proceedings of the First Annual Convention of the Louisiana-Jefferson Highway Association, Held in the Library of the New Orleans Association of Commerce, January 15, 1919

— Build Roads Now — Build Roads Now — Build Roads Now —

ROLL CALL: Delegates from every parish in Louisiana, through which the Jefferson Highway passes, were present at the conference, as shown on the attached list of registered delegates, forming a part of the minutes of this meeting.

CHAIRMAN: The First State Convention was opened at 10:45 a. m. by Senator T. L. Dowling of De Soto Parish, who was asked to take the chair in the absence, because of sickness, of Mr. Henry G. McCall, Vice-President for Louisiana of the Jefferson Highway Association.

Mr. R. D. Nibert, Secretary and Organizer of the Louisiana-Jefferson Highway Association, acted as Secretary with Mr. George C. Merkel, Manager of the Good Roads Bureau of the New Orleans Association of Commerce, acting as the Assistant Secretary of the meeting.

OBJECT: Senator Dowling, in opening the first annual convention of the Louisiana-Jefferson Highway Association, stated the purpose of the convention was to bring the Louisiana men into closer touch with each other, and thereby establishing an organization to promote the Jefferson Highway in Louisiana, an organization that could secure legislation in the interest of highway construction, and in other ways work for the building of roads along the route of the highway.

Honorable Martin Behrman, Mayor of the City of New Orleans, then made an address of welcome to the delegates, commending them in their efforts and promising them the full co-operation of the City of New Orleans in the work of making the Jefferson Highway in Louisiana a success.

Walter Parker, General Manager of the New Orleans Association of Commerce, in the absence of President B. C. Casanas, promised the delegates the fullest possible co-operation and assistance of the New Orleans Association of Commerce in the work of making the highway a success.

Mr. J. D. Clarkson, before reporting on the organization of the Louisiana-Jefferson Highway, introduced by Mr. R. B. Millard of Little Falls, Minnesota, an International Board Director of the Jefferson Highway Association, who came to New Orleans in advance of the Board of Directors meeting to attend the Louisiana convention. Following a few words from Mr. Millard, Mr. Clarkson reported the success of the membership campaign in Louisiana, the work in all of the parishes and the over subscription of same with the town of Bunkie in the lead, registering 150 per cent over the top, or two and one-half times its allotment.

COMMITTEES: Texas and Pacific Injunction Suits Committee—The chairman then ap-

pointed a committee to look into, discuss and report action with reference to the Texas and Pacific Railroad injunction suits. The committee appointed was as follows: Chairman, C. J. Pope of Bunkie; Louis Meyer of Eunice; I. W. Sylvester of Rapides; with Senator Wilbert of Plaquemine as the alternate; Dr. H. S. Joseph of Melville; D. D. Hyams of Natchitoches and E. F. Slayton of New Orleans. The committee was instructed to confer with Mr. Lewis R. Graham, attorney for several of the parishes, to confer with the Texas and Pacific Railroad with full authority to endeavor to bring the Texas and Pacific suits to a conclusion.

Legislative Committee: Chairman Dowling then appointed the following as a Legislative Committee for the convention: T. L. Dowling, Chairman; J. N. Smith, I. W. Sylvester, Henry G. McCall, and Will Mercer.

Nominating Committee: The committee to nominate officers, appointed by Chairman Dowling, is as follows: Chairman, C. J. Pope, Bunkie; J. W. Duncan, Grant; S. B. Simon, Shreveport; C. A. Smith, Pointe Coupee; and George C. Merkel, New Orleans.

HIGHWAY CONSTRUCTION: After much discussion, it was moved by Mr. J. W. Duncan, seconded by Mr. Pope that a man be appointed from each parish through which the Jefferson Highway passes to take up with the Highway Department the question of equitable disposition of funds, according to population and mileage, for the construction of a permanent road over the Jefferson Highway. After more discussion as to the permanency of the committee and the membership thereon, the above resolution, amended by Dr. Joseph, as follows, was adopted:

"That this committee be permanent, and that the members just appointed thereon serve until their appointments have been verified by the parish organization or substitutes elected by the parish. Carried. Mr. Henry G. McCall was appointed chairman of the committee which was instructed to arrange a conference with Mr. Duncan Buie and report at the night session."

AFTERNOON.

HIGHWAY BEAUTIFICATION: The afternoon session was opened at 2:45 p. m. by Mr. Henry C. McCall, who acted as chairman, introducing Mrs. W. G. C. Storm, president of the State Federation of Women's Clubs. Mrs. Storm outlined the work of the women's clubs with reference to beautifying and planting trees along the Lincoln Highway. She spoke of the work of the women's clubs of Florida with reference to beautifying the Dixie Highway. She then outlined the tentative program of the Louisiana Federation of Women's Clubs

through their Committee on Censervation, which will propose a plan at the State Convention of Women's Clubs in February, with reference to the beautification of the Jefferson Highway. Mrs. Storm stated that she had appointed a representative in each one of the seventeen parishes through which the Jefferson Highway passes, who will assist her in the work of planting trees in memorium of the soldier boys of Louisiana, who have fought in the great war, which trees they will plant along the Jefferson Highway, in co-operation with the Conservation Commission of the State of Louisiana. Following the address of Mrs. Storm, a rising vote of thanks was tendered her, and the Federation of Women's Clubs offered their co-operation and assistance in taking charge of planting trees along the Jefferson Highway in Louisiana and resolving that this action be reproduced through the press in other states, showing the action of the Louisiana women.

Governor Pleasant was then called upon, who first expressed his entire satisfaction at the interest taken by the citizens of the seventeen parishes through which the Jefferson Highway passes. In concluding his remarks, he stated that he will do everything within his power to back up a good roads program for Louisiana and gives the full co-operation of the Louisiana State Highway Department in completing the roads along the Jefferson Highway, throughout the seventeen parishes. Upon motion, a rising vote of thanks was tendered the Governor.

Mr. Percy S. Williams, Assistant Secretary of the Minneapolis Civic and Commerce Association, then gave a few words of encouragement to the Louisiana delegates, advising them of Minneapolis' road program and offering the co-operation of his organization and his state to the highway delegates.

SCORING COMMITTEE: In order that due justice be given each parish in the work they have already accomplished and have outlined for the Jefferson Highway in Louisiana, Mr. McCall appointed the following committee to score the reports of the parish delegations and report the results at a later time. The committee consists of J. D. Clarkson, Mayor Alex Grouchy of Baton Rouge and S. B. Simon of Shreveport.

WINN PARISH: There being three miles of dirt road over which the Jefferson Highway passes in Winn Parish, for which no effort has been made to hard-surface same, it was moved by Senator Dowling, seconded by Mr. Mercer that a delegation from Natchitoches and Grant parishes take the opportunity of calling and conferring with the police jury and others of Winn Parish, with reference to the hard-surfacing of the Jefferson Highway in their parish. Upon suggestion, J. D. Clarkson was requested to appear, if possible, with this committee before the police jury.

TEXAS AND PACIFIC INJUNCTION SUITS COMMITTEE: Mr. C. J. Pope, Chairman of the Texas and Pacific Injunction Suits Committee, announced a meeting of his committee, which concluded to appoint a committee of one, namely the chairman, C. J. Pope, to confer with Mr. Lancaster of the Texas and Pacific Railroad and ascertain whether he is

ready to make final disposition of the injunction suits, stating the purpose of his committee, representing the Louisiana-Jefferson Highway Association. At the earliest possible hour, Mr. Pope will meet Mr. Lancaster, reporting same to the secretary, Mr. R. D. Nibert, in the event that the convention had adjourned.

NIGHT SESSION.

The night session of the First Annual Convention of the Louisiana-Jefferson Highway Association was opened by Mr. C. J. Pope, as chairman, at a dinner in the tea room of Kolbs Restaurant at 7 p. m. After reviewing the work of organization of the Jefferson Highway Association in New Orleans in November, 1915, he introduced Senator T. L. Dowling, one of the men present at that meeting.

Senator Dowling spoke of his work in connection with securing legislation with reference to road construction, in the State Legislature. He outlined the work of a special committee with reference to building the bridge for the Jefferson Highway over the Atchafalaya River at Melville. Following a few other remarks, he promised the state organization his full support, especially in any legislative matters necessary at Baton Rouge. Chairman Pope then introduced Mr. Duncan Buie, State Highway Commissioner, who outlined the Louisiana road program. Mr. Buie stated that in his trip to Washington, he was successful in having Louisiana's program for the next two years approved. He stated that in the fiscal years of 1918, 1919, \$274,000 of federal aid was secured, which will be supplemented by a similar fund from the State of Louisiana. He advised that during the year 1918, two hundred and thirty-three miles of roads were constructed with one hundred miles more to be completed in the near future. About a thousand miles of road have already been completed in the state, through the work of the Highway Department.

Mr. Buie expressed the hope that at the next session of the Legislature a road tax would be provided, increasing the revenues of the Highway Department, giving a fund for road maintenance. He believes that permanent roads should first be built from Texas, paid by property owners along the route of the highway, but that the maintenance of roads should be paid out of a fund secured from the thousands of vehicles operating over such highways.

Mr. Buie urged the delegates to this convention to organize for the passage of legislation for the construction of a bridge over the Atchafalaya.

Mr. R. D. Nibert, State Secretary, as a delegate from Avoyelles Parish, endorsed the remarks of the State Highway Commissioner and urged that the parish delegates take the advice of the State Highway Department and use their influence for the construction of more permanent roads, mentioning as an example a stretch of road built in his parish by the Highway Department several years ago, for which little maintenance funds were spent since its construction.

Following the address of Mr. Buie, and upon motion of Mr. R. D. Nibert, a vote of co-operation by the members of the Louisiana-Jefferson Highway Association was extended to the State

(Continued on page 20)

THE LOST PARISH

Winnfield is Its Name and Excellent It's Reputation

WHEN the clans gathered at New Orleans in January to hold the state Jefferson Highway meeting and they began to count noses, it was soon ascertained that one parish was missing. Further, inquiry developed that the missing parish was Winn, of which Winnfield is the parish seat.

The General Manager was asked why Winn Parish was not represented when he disclaimed having realized that any portion of the highway was in Winn Parish, even if he had been told that it was. Plans were at once formed for him to stop there on his way north. This he did, and visited Winnfield, a thrifty little city twenty-five miles from the highway, which runs only five miles through one corner of the parish.

In the membership campaign in Louisiana, quite a contest had sprung up to top the list in some way. Grant Parish, of which Colfax is the parish seat, first became conspicuous in the race, going eighty per cent over the top—then Iberville and West Baton Rouge took the lead, tying each other at 116 per cent over the top. Then St. Landry pulled ahead with 140 per cent over the top, but Bunkie in Avoyelles took the heat and race with 160 over the top.

While all this was going on, Winnfield being twenty-five miles off the highway, knew

nothing of it and was supposed not to be much interested, owing to the distance from the highway, but when the General Manager reached there he found quite an interest among her people. They at once agreed to build five miles of road in Winn Parish and elected to enter the membership race against time.

PRIOR to Winnfield's entry, Colfax held the record for twice having made up her allotment of memberships in fifty minutes. Bunkie held the record for over the top, but Winnfield sailed in and took both records with a rush. She topped her allotment in thirty-five minutes and went 590 per cent over the top.

Jefferson Highway Neighbors, when they strike that five miles of road in Winn Parish, and see the sign "25 miles to Winnfield," will be strongly tempted to detour from the highway and spend a day in Winn Parish, to see for themselves what kind of people it was that could slam it all over communities ten times its size, and what kind of a country in which they lived. And they will find that they are just that kind of people and that it is just that kind of country.

Hats off to Winn Parish and Winnfield!

— Build Roads Now — Build Roads Now — Build Roads Now —

LIKES NEW PRESIDENT'S LOOKS

THE following story appeared in the March 1st issue of the Bemidji Pioneer, under the caption, "Manitoba's Attorney General Elected Head of J. H.":

"From the February number of The Modern Highway, published monthly by the Jefferson Highway Association, of which Bemidji is a member, it is noted that at the annual meeting held in New Orleans last month Hon. Thomas H. Johnson, attorney general of Manitoba, Can., was elected president, the highway having its inception in Winnipeg, the seat of Manitoba's government.

From his picture, the new head of the highway association looks like a real one and it seems as if those chaps from that city are live wires, for on the sociability run from Winnipeg to New Orleans a year ago, Premier Norris made the trip and was feted all along the line by villages, towns and the large cities, and Bemidji thought so much of him personally that a large delegation accompanied him to the Itasca State Park and gave him a banquet.

The vice president of the Minnesota unit is J. H. Beek of St. Paul, and the directors are Daniel Shaw, Thief River Falls; Hon. Thomas E. Cashman of Owatonna and J. K. Martin of Little Falls."

Late in January Mr. Johnson was taken ill, but information reaches us from Winnipeg that he is now well on the way to recovery. At the direction of his physicians, who agree that there is no organic trouble, he has gone to the coast for several weeks before he resumes his official duties. Mr. Johnson was very reluctant to leave his post of duty at this time, when the legislature is in session, being much interested in several measures, among them one which would provide a hard surface on the highway from the Minnesota line to Winnipeg.

The news of his recovery will be gladly received along the entire length of the Jefferson, and it is hoped that he will soon be able to re-enter a very active life.

— Build Roads Now —

MINUTES ARE IMPORTANT

OWING to the fact that the official minutes of the annual meeting of the International Directors of the Jefferson Highway Association and of the first annual meeting of the Louisiana Jefferson Highway Association are printed in full in this issue of the magazine, space for other stories and articles is very much limited. However, Jefferson Highway Neighbors will all agree that nothing is as important to the development of the "Pine to Palm" route as an intimate knowledge of what has been and what is to be accomplished. The minutes are interesting from many standpoints because they give a birdseye view of the activities which affect the Jefferson.

IN THE MONEY

Jefferson Highway States Apportioned \$59,155,121.03. Approximate Apportionment of Funds Under Federal Aid Road Act and Amendment Thereto

STATES	Amount Available for Fiscal Years 1917, 1918, 1919	\$10,755,452.67 for Fiscal Year 1919	Fiscal Year 1920 Allotment	Fiscal Year 1920 \$15,133,178.98	Fiscal Year 1921 Allotment	Fiscal Year 1921 \$16,133,178.98	TOTAL
Iowa	\$ 873,180.41	\$ 1,443,046.20	\$ 577,218.48	\$ 2,164,569.30	\$ 721,523.10	\$ 2,164,569.30	\$ 7,944,106.79
Kansas	858,754.08	1,436,313.93	574,525.57	2,154,470.89	718,156.96	2,154,470.89	7,896,692.32
Louisiana ...	406,179.27	680,729.03	272,291.61	1,021,093.55	340,364.51	1,021,093.55	3,741,751.52
Minnesota ...	853,047.58	1,420,774.53	568,309.81	2,131,161.80	710,387.26	2,131,161.80	7,814,642.78
Missouri	1,017,765.21	1,695,314.11	678,125.64	2,542,971.14	847,657.05	2,542,971.14	9,324,804.29
Oklahoma ...	691,906.34	1,153,055.50	461,222.20	1,729,583.25	576,527.75	1,729,583.25	6,341,878.29
Texas	1,752,770.13	2,926,219.37	1,170,487.75	4,389,329.05	1,463,109.69	4,389,329.05	16,091,245.04
Total	\$ 6,453,603.02	\$10,755,452.67	\$ 4,302,181.06	\$15,133,178.98	\$ 5,377,726.32	\$16,133,178.98	\$59,155,121.03

Build Roads Now Build Roads Now Build Roads Now

GREATEST ROAD BUILDING PROGRAM ENABLED BY NEW LAW

Amount of Money Available for Federal Aid Highway Building Is the Largest Ever Set Aside by Any Nation in the World.

WASHINGTON, D. C., March 1. With full State cooperation according to the terms of the Federal Aid Road Act, the United States will have a total of at least \$574,000,000 for cooperative road building during the next three years. The Federal part of this fund is assured by an extra appropriation of \$209,000,000 in the Postoffice Appropriation Bill just passed by Congress and signed by the president.

Officials of the Bureau of Public Roads, U. S. Department of Agriculture, which administers the provisions of the Federal Aid Road Act and cooperates with the state governments in the expenditure of the money, point out that this amount of funds is the largest ever appropriated for similar purposes and for a similar period by any government in the history of the world, and that it enables the Federal and State governments to carry out a road-building program of a magnitude never equaled.

In connection with the great Federal-aid program it is also noted that expenditures for highway work in the United States this year are likely to amount to a half billion dollars or more. On reports received from state highway departments, the Bureau of Public Roads estimates the 1919 expenditures for roads and bridges at \$385,000,000, or \$110,000,000 more than the average expenditures for 1916 and 1917.

AN important effect of the law containing the new appropriation is that it broadens the definition of a rural post road, under which class a highway had to qualify in order to receive the benefits of the Federal Aid Act.

Under the old act it was required that mail should actually be carried on the road or that there should be a reasonable prospect that mail would be carried on it within a short time after improvement. The new act says, " * * * the term 'rural post roads' * * * shall be con-

strued to mean any public road, a major portion of which is now used or can be used, or forms a connecting link not to exceed 10 miles in length of any road or roads now or hereafter used, for the transportation of the United States mails, excluding every street and road in a place having a population, as shown by the latest available Federal census, of 2,500 or more, except that portion of any such street or road along which the houses average more than 200 feet apart."

THE new act also raises the Government limit of contribution from not to exceed \$10,000 a mile to not to exceed \$20,000 a mile, taking account of higher present costs of labor and materials.

The law also authorizes the Secretary of War to transfer to the Secretary of Agriculture, material, equipment and supplies suitable for highway improvement and not needed by the War Department.

Of the \$209,000,000 added to the funds available under the Federal Aid Road Act, the new law makes \$9,000,000 available for expenditure by the Secretary of Agriculture for roads and trails within or partly within the national forests. It also provides other measures which are expected to give great impetus to the development of the road systems in the national forests.

The original Federal Aid Road Act, which became law in July, 1916, appropriated \$75,000,000 to aid in the construction of post roads during a five-year period ending June 30, 1921, and \$10,000,000 to aid in forest road building during a ten-year period ending June 30, 1926. Not over \$3,000,000 of the original \$85,000,000 had been expended prior to 1919, so that \$82,000,000 plus \$209,000,000, or a total of \$291,000,000 of Federal funds, will be available, of which \$287,000,000 will be available during the next three years. The act and its amendment require the states to provide at least an equal amount on the post-road work, and it is customary for the states and localities to contribute toward the forest-road work.

In the accompanying table of apportionment is shown approximately what each state will receive in Federal aid to post-roads under the terms of the original act and under the amendment.

SAYS J. H. RUNS OVER JOKE ROAD

Prompt Reply is Made to Honorable Walter Lemann's Request for Seeming Oversight of "The Richest, Most Fertile, Most Populated Section of the World"

— Build Roads Now — Build Roads Now — Build Roads Now —

FINAL opinion with regard to the situation is left to the reader, but every Jefferson Highway Neighbor is interested in a letter from Mayor Walter Lemann of Donaldsonville, La., in which he declares that it is his opinion that the routing of the Jefferson east side is a joke. Inasmuch as he has consented to the use of his letter in our magazine, it seems proper that the other side of the proposition be given publicity, and, therefor, copies of his letter, and of the reply to him are made public.

(Copy)

Donaldsonville, La., Feb. 11, 1919.

Mr. J. D. Clarkson,
St. Joseph, Mo.

Dear Sir:

Of course, you recall the contest of the West Bank for the continuance of the Jefferson Highway on the logical side of the river to the terminus, that is, the Naval Station at Algiers—thence to the suburb of Algiers (home of Mayor Behrman) New Orleans, (home of Walter Parker).

You may not know that the so-called existence of a highway on the east side has been a joke, whilst the road from Baton Rouge south on the west side has been used ever since decision went to the east side.

The object of this letter is to call to your attention, the fact that in preparing your maps regarding the J-H you have omitted the former capital of Louisiana, the head of the richest, most fertile, most populated section of the world, DONALDSONVILLE. Your map shows Natchitoches, La., which is not on the J-H. Is there any objection to indicating this city? Your prompt reply will be greatly appreciated.

Yours for the west side always,

(Signed) WALTER LEMANN.

You may publish this in the magazine if you wish.

* * * * *

(Copy of Reply)

St. Joseph, Mo., Feb. 25, 1919.

Honorable Walter Lemann,
Donaldsonville, La.

Dear Mr. Lemann:

I have yours of recent date and was pleased to hear from you again. In accordance with your permission, I am going to publish your letter in our magazine.

We are trying to advance the whole state of Louisiana by intense cultivation of that portion of it for which we are responsible. Hence, we regret to learn that you think the road on the east side of the river is a joke and that you are willing for all our readers outside of Louisiana to know it.

Reference to the map indicates that this joke road passes through your parish, within less than one mile of your city, so it would seem that we were successful at least in getting within one mile of the "richest, the most fertile, most populated section of the world." That is something.

But I am afraid you are not very chummy with your neighbors that now have the franchise of the Jefferson Highway, and are not familiar with what has been going on to turn that joke of a road into a real one.

DO you know that a new steel draw-bridge has been put in at Hope Villa and a concrete bridge built at Dutchtown; that the Jefferson Highway through your parish has been graded and over half of it surfaced; that the other portion will be surfaced this spring and that we are going to have a celebration at Hope Villa at 4:35 p. m., July 1st, so that not only the people in Ascension Parish may know what is going on, but also the people of the whole state?

How did you get the impression that Natchitoches was not on the Jefferson Highway? While the road in Natchitoches Parish is somewhat of a joke in places, it has our franchise for the highway and we have its promise to quit joking and go to building roads as soon as the T. & P. railroad injunction suit is disposed of.

As to Donaldsonville not being on our map, we will have to admit that is true, but the same is true of every other town in Louisiana and other states that are not on our highway, except Boise.

Boise was in the same contest that your town was in; lost like your town did; and had returned to her people the memberships they had supplied and we supposed that closed the incident. But, much to our surprise, Boise returned to us their memberships, seeming to regard the Jefferson Highway of sufficient statewide interest to support it.

As the Jefferson Highway will not accept financial support without reciprocating in some way, we recognized Boise's action by putting it on our map, and in other ways.

Winnfield, in Winn Parish, will be on our new map, because Winnfield, although twenty-five miles from the Jefferson Highway, recognizes the great value of the highway to Winnfield and the state in passing only five miles across one corner of that parish, and has recently sent in more memberships to our organization in proportion to her direct interest than any other parish in the state. Naturally we do not intend to let Winnfield and Winn Parish surpass us in liberality.

So you see, Natchitoches is on our map because it belongs there, and Boise because it won

(Continued on page 21)

THE PERSHING TRANSPORT ROUTE

Sixth Annual Meeting of Pikes Peak Ocean to Ocean Highway at St. Joseph demands Membership Basis of Finance, and Director General

By Ethelbert M. Claypool

— Build Roads Now — Build Roads Now — Build Roads Now —

INASMUCH as the sixth annual meeting of the Pikes Peak Ocean to Ocean Highway was held in St. Joseph, where are located the International Headquarters of the Jefferson Highway, and since these two great arteries of travel intersect at this point, it is interesting to note that silently but surely the practical example of organized effort that is displayed in the Jefferson had no small influence in the formation of plans for the coming year. Adjournment of this important convention occurred late in the afternoon of February 12th after two days of uninterrupted business.

Notwithstanding the fact that a remarkable record for highway development has been made through voluntary work by those deeply interested in the Pikes Peak, it was unanimously agreed that a new plan of financing the Ocean to Ocean Trail was needed. Embodied in the resolutions was a recommendation that "a live man for director general of the Pikes Peak Ocean to Ocean Highway, be employed, and that he devote his entire time to the Pikes Peak Ocean to Ocean Highway." A committee of seven was appointed for the purpose of devising a new plan of financing and management upon a membership basis, and is composed of J. W. Atkinson of Colorado Springs, chairman; Wesley L. Connett of St. Joseph, A. Q. Miller of Belleville, Kan.; George W. Hughes of Hume, Ill.; Harry A. Scheidker of Hannibal, Mo.; and the president and secretary.

This committee was also instructed to confer with Jefferson Highway officials relative to adopting THE MODERN HIGHWAY, formerly the "Jefferson Highway Declaration," as the official organ of the Pikes Peak Ocean to Ocean Highway. A meeting of this body in St. Joseph at an early date was announced.

There was a well developed movement before the convention convened, to place the headquarters in St. Joseph, but it was finally decided to continue them at Colorado Springs. C. F. Adams of Chillicothe, Missouri, was re-elected president, having held the office continually since the association was born in St. Joseph. Other officers are: Warren R. Jackson, Harrisburg, Pa., vice-president for eastern division; George W. Hughes of Hume, Ill., vice-president for central division; W. H. Goodin of Lovelock Nevada, vice-president for the western division; T. W. Ross, Colorado Springs, secretary and A. Q. Miller of Belleville, Kan., treasurer. Messrs. Ross and Miller succeed the late A. W. Henderson, formerly secretary-treasurer, and secretary of the Chamber of Commerce of Colorado Springs, whose sudden and untimely death, due to Influenza, occurred December 18, 1918.

At luncheon as the guests of the Automobile Club and the Commerce Club, the delegates

were told by Governor Henry Allen of Kansas that he was for the Pikes Peak highway and would exert his personal and official influence to see it completely constructed at the earliest possible time through the state of Kansas. This link of the Pikes Peak connects with the Jefferson at St. Joseph. The "City Worth While" has reached into its pocket for \$20,000 to aid the people in Kansas to construct a badly needed hard surfaced road to the bridge across the Missouri river into St. Joseph.

W. S. Belden, representing the weather bureau of the Agricultural Department of the Federal Government, explained a system whereby the weather stations throughout the country would cooperate in publishing bulletins concerning road conditions as well as rainfall and snowfall. It seems that by adding one word to the regular weather telegrams each day, every station along the trail would issue a report on highway conditions in every section. A committee was appointed to obtain more detailed information and make arrangements for daily reports along the Pikes Peak.

The delegates placed the organization on record as favoring and endorsing the increase in automobile license fees to obtain more money for roads; commending the passage of the \$200,000,000 road aid rider to the federal postal bill; recommending that a strong, efficient highway commission be created and maintained in every state and that all federal aid be extended under the direction of the state highway commission; and favoring a national system of highways to be built and maintained in whole or in part by the national government; that the management and direction of road activities should be divorced from any other department; that congress should select a definite system of highways, or that a federal commission should be appointed to select, promote and have charge of a national system of highways.

PRESIDENT ADAMS announced that the additional name, "The Pershing Transport Route" had been selected for the highway, to read Pikes Peak Ocean to Ocean Highway, The Pershing Transport Route. Since the meeting, a message from General John J. Pershing, by whose former home in Laclede, Linn County, Missouri, the highway passes, was received, giving his consent to the use of his name.

Reports, written and verbal, from all states west of the Mississippi river showed marked interest and much construction work on the highway. However, to the east, there has been no activity for two years. A strong effort to re-awaken the eastern end of the highway will be made this year.

Mr. J. E. Combs, treasurer of the Jefferson Highway Association, took an active part in

the Pikes Peak meeting as an official representative of the St. Joseph Automobile Club, serving as a member of the committee recommending the appointment of a permanent finance committee to rejuvenate the trail on a membership basis. Wesley L. Connett, who was vice-president of the Pikes Peak last year and who represented St. Joseph at the New Orleans meeting in January, was also an interested participant in the sessions.

As the meeting progressed it was evident that the problems and experiences of the two great intersecting highways were very similar and at times certain things which the Jefferson had accomplished were referred to as good models to which to work. It was generally conceded that an exchange of traffic and unity of effort between these Ocean to Ocean and Pine to Palm highways would result in much mutual benefit.

—Build Roads Now—

at all times in wagon or auto trucks. It means quick transportation not only of our products, but makes traveling on the road a pleasure at all times. We do not have to wait for the roads to dry up to market our products, no injured horses, broken vehicles, or delays in travel caused by the ordinary dirt road.

Tourists pass our place from every state in the Union, as well as portions of Canada. During August and September a car a minute is no uncommon occurrence during several hours of the day.

This gives us an opportunity to advertise without any expense the commodities we have to sell. It gives us the advantages that are enjoyed by our friends in the city, and removes practically all of the transportation difficulties of farm life.

From the standpoint of dollars and cents we consider our farm worth at least \$50 per acre



Jefferson Highway Makes Show Window out of T. E. Cashman's Farm.

\$50 AN ACRE HIGHWAY VALUE

Owatonna, Minn., March 11, 1919.

Dear Mr. Clarkson: I have received your request that I state briefly as possible the benefits derived by the Jefferson Highway passing our Cashman Hereford farm.

Will say that we can scarcely estimate the value of this highway to us. As you know we are breeding pure bred Hereford cattle, pure bred Belgian horses, and pure bred Duroc Jersey hogs, and we might say that our live stock is on exhibition the year around. The Jefferson Highway passes our pastures and stock paddocks, and our stock can be seen by thousands of tourists traveling this highway.

We feel that no better advertisement could be offered, and we have made a great many sales to people traveling this highway who learn for the first time that we are producing live stock that they need in their herds.

As you know we are also engaged in the seed and nursery business, and plantings along this highway of nursery stock, including shrubbery, fruit trees and ornamental stock interests the passers-by, and increases our sales. Our demonstrating plots of Grimms Alfalfa has convinced many that alfalfa can be successfully grown in this part of the country.

The Jefferson Highway passing our door yard gives us a first class 365 day road to the city which enables us to load to full capacity

more than other lands of like character not located on this splendid highway, and when we add convenience, pleasure and satisfaction to the money value, we might multiply this sum by two without appearing to be extravagant.

These are some of the advantages that the Jefferson Highway, the greatest transcontinental road in America, brings to those who are fortunate enough to be located thereon.

Very respectfully yours,
CLINTON FALLS NURSERY CO.
By T. E. Cashman, President."

—Build Roads Now—

HAVING FUN GETTING MEMBERS

Thief River Falls, Minn., an important point on the Jefferson Highway, is going to have some fun in connection with a drive for increased membership to its Commercial Club. Captains of Red and Blue teams have been chosen and a bet has been made of a wheelbarrow ride for the winning captain, by the loser. The drive lasts two weeks and Red and Blue light globes on the street lamps will indicate which team is ahead.

Wonder if they are going to the country for some of their new members? Farmers make mighty good Commercial Club material.

Bethany, Mo., has a Commercial Club of over four hundred members, over half of whom are farmers.

THE MODERN HIGHWAY

Published Monthly by

JEFFERSON HIGHWAY ASSOCIATION

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First President and Life Member Board of Directors

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Address Communications to St. Joseph, Mo.

J. D. CLARKSON
Editor

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Forms close the 20th of month preceding date of issue.
Sample copies free on request.

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Volume IV

MARCH, 1919

Number 2

SURE, CLOTHES MAKE THE MAN

THE ROAD-MAKER, in the February number, hands the Modern Highway, formerly the Jefferson Highway Declaration, the following bouquet, under heading, "Neighbor Jefferson's New Clothes.":

In honor of the meeting of the international board of directors of the Jefferson Highway Association at New Orleans on January 16-17, the Jefferson Highway Declaration arrayed itself in a new typographical dress—and it surely made a handsome appearance.

That the visitors to the "City of Romance" could better know the place, Herbert McDougall wrote a beautiful introduction, telling of the city's historic associations, its advantages as a starting-point of the Jefferson Highway, its wide-awakeness socially and commercially, and the pride of possession by Americans who can look back to the early days of the United States when Louisiana made history that will lastingly endure.

"Build Roads Now!" is the oft-repeated injunction of the Declaration, and this line meets the eye of the reader on every page. And the Jefferson builders are living up to this slogan with the very best that is in them.

THE ROAD-MAKER, with the heartiest co-operation of General Manager Clarkson, had planned to add its January number as an illuminating contribution to the New Orleans meeting, but the fates were against us in that the printers were unable to get our magazine out on time, through no fault of their own, as labor problems made it impossible until the meeting had adjourned.

Those in attendance who want to get this issue of the magazine, and are not regular readers, may have it sent to their home address by writing to us today, as our extra copies are limited in number.



THE JEFFERSON AN EXAMPLE

THE road to happiness in romance and in the movies is shaded by beautiful trees.

The film usually ends with the hero and the heroine strolling away to the future down a broad road shaded by elms and oaks. This association of ideas is approved by everyone. There is no more attractive highway than that which is bordered by well-kept trees.

Beauty and utility here go hand in hand, since the trees save the highway and the highway leads us to an appreciation of trees. Hundreds of our returning soldiers comment upon the beautiful trees that border the highways of France, and we have often described the fruit trees which are found on the roadsides in parts of Austria. The tree-bordered roads of Europe comprise one of the greatest attractions on the continent.

The roadside tree-planting movement has recently gained new impetus in the idea of providing a memorial for soldiers and sailors in the form of trees. The various cross-country highway associations have adopted the idea. In Louisiana they are planting 100,000 trees along the 440 miles of the Jefferson Highway.

Expert Highway engineers testify to the value of trees as an aid to maintaining well-built roads. Whether they are native trees for shade only or fruit or nut trees is immaterial.

Joyce Kilmer, the poet, who gave his life in France, put it this way:

I think that I shall never see
A poem lovely as a tree—
Poems are made by fools like me,
But only God can make a tree.

—*The Country Gentleman.*

— Build Roads Now —

HAVE WE ARRIVED?

THAT the Jefferson Highway and its officials are recognized and known in fact as well as in name to be international, is evidenced by the receipt of a letter of inquiry from Mr. Manley Wheeler of Elmwood, Wis. The Jefferson Highway does not go through Mr. Wheeler's home city, county or state. It has no official connection with the trail which he mentions. Jefferson Highway Neighbors will, therefore, find food for thought in the following:

"Sirs:

"I want to go to Central California next summer with car, and would like to find out which is the best route. Would like a map of the Lincoln Trail."

(Signed)

MANLEY WHEELER.

This is but one of many inquiries which come to the International Headquarters each month, but it is out of the ordinary in that the Jefferson Highway, although not directly involved, is so known that general information is sought by tourists from its offices. In fact, these requests are becoming so numerous that the Jefferson Highway expects to make the feature of responding to inquiries for general touring information one of the most valuable departments of its office, because it is quite apparent that very few routings can be made in which some section of the "Pine to Palm" is not used.

— Build Roads Now —

NOW "THE MODERN HIGHWAY"

Past Growth and Future Prospects Cause Change in Name of Magazine.

PROGRESS forces changes. Changes may indicate growth or contraction. It is because of the growth of its field and scope, due to the progress of the Jefferson Highway Association since its birth in 1915, that the Jefferson Highway Declaration has become THE MODERN HIGHWAY.

The February issue of the "Pine to Palm" magazine appeared under the new name. No announcement or explanation was made in that edition. Many reasons caused the omission.

At the New Orleans meeting the General Manager pointed out that the Jefferson Highway Declaration could be extended in scope so as to have the support of other associations and otherwise enable the publication of a monthly journal of still better quality. It was explained that in order to do this, it might be necessary to change the name. Approval was given the plan, by the directors, who placed the matter in the hands of the General Manager.

It was indirectly in anticipation of such action as was taken by the delegates to the annual meeting of the Pikes Peak Ocean to Ocean Highway at St. Joseph, who instructed their finance committee to confer with officials of the Jefferson Highway to open negotiations to make THE MODERN HIGHWAY the official publication of their association.

The only differences that will mark the change in name are expected to be those that will lead to a bigger, better magazine, devoted to the further advancement of those causes it has endorsed, and filled to the brim with worthwhile and interesting stories and articles.

To attend to the increasing demands of the magazine, the General Manager announced that he had employed a publicity commissioner, who would be under his direct supervision. In February, E. M. Claypool assumed this position. He came directly from Clayton, St. Louis County, Missouri, where he was editor of the *Watchman-Advocate*, a weekly newspaper. Previously he had been secretary of the Commercial Club at Maryville, Mo., for several years, having been taken from the editorial department of the *St. Joseph Gazette*.

DU PONT AMERICAN INDUSTRIES

Better Highways



The time is near at hand when contractors are going to have plenty of labor offered them. But contracts? The tendency is to wait for normal conditions say those having work to offer. It will probably be some months before it is determined what normal wages of labor and normal prices of building materials are to be.

But there is one class of work in which the contractor is vitally interested that is not going to wait for anything. It is Road Building. There is a tremendous movement developing in the United States toward better roads and it is realized that now is the time to get them.

Everybody interested in good roads—and that surely includes all readers of this paper—should get back of the idea and push! Keep the interest alive; do all you can to intensify it; talk good roads to local editors, bankers, business men, farmers, truck owners, autoists, etc., and bring pressure to bear on those having the power to make appropriations to authorize and approve bond issues, etc. In short, crystallize the road building interest; get the work actually under way.

Road building will provide work for returning soldiers and discharged munition workers; take contractors out of the "nothing doing" class and make them the busiest of the busy; give road supervisors something to think about besides making excuses for bad highways; make the quarries and stone crushers prosperous; boom sales of road machinery, cement, asphalt, tar, etc., enable the farmer to get more closely in touch with town and city markets, sell more cheaply and deliver produce more regularly; decrease transportation costs, relieve delays and increase the pleasure of automobilizing.

Write for our Road Construction and Maintenance Booklet No. 580. It's free. It contains a lot of modern information about road building, road machinery, economical use of explosives, etc.

**E. I. Du Pont Du Nemours
& Company**

Wilmington, Delaware.

DU PONT

A DEPLORABLE CONDITION, BUT COMMENDABLE ACTION

WE deplore the necessity for putting up such a sign as the following on the Jefferson Highway, but commend the action of doing so when conditions justify it.

One redeeming feature seems to be that Mr. Quinn, the road superintendent, is willing to have his whereabouts known.

A practical question for the people of Mayes County, and the people of other counties permitting the same conditions to exist, to ask themselves, is "How long can we hope to retain the franchise for the Jefferson Highway if we do not build a passable road?"

Too many temporary detourings might suggest to the management of the Jefferson Highway that a permanent detour would serve the purpose better.

ROAD SERVICE CARD

No. 1

Between Pryor and Adair

For the present all traffic between Pryor and Adair should be routed over the Jackson-Orgeeta road. An effort is being made to repair the Jefferson Highway between Pryor and Squaw Hollow, but for the present it is practically out of commission.

Between Pryor and Couteau

For the present all traffic between Pryor and Couteau should leave the Jefferson Highway four miles south of Pryor at the first jog, going two miles west, south four miles over the Troyer road and to Chouteau.

Road maps and further information furnished free.

J. A. QUINN, Road Supt.

Office Phone 110

Res. Phone 263

First floor, Mayes County Democrat Bldg., Pryor, Okla.

— Build Roads Now —

OKLAHOMA TO THE FRONT

OUR old friend, Paul Nesbitt, advises that he has had the pleasure of reporting out of the Good Roads Committee of the legislature, of which he is chairman, a \$50,000,000 Bond Issue for good roads, with fine prospects for its passage.

If this program goes through, it will put Oklahoma in the front rank of good road states.

It is of interest to note incidentally, that the Jefferson Highway is named as one of the roads to be improved.

The bill as a whole seems to be a good one and it is hoped that Oklahoma will realize her ambition.

— Build Roads Now —

R. D. NIBERT CONTINUES ACTIVE

THE secretary of the Louisiana-Jefferson Highway Association is right on the job.

Evidence that he is active appears in the three bulletins issued since the meeting at New Orleans, in which appear the report of the committee appointed to confer with the T. & P. Railroad upon the bond issue cases, the progress of road building along the highway in Louisiana and a request for cooperation in marking and improving the Jefferson.

(Continued from page 8)

to Mr. Henry G. McCall, a member of the Board from New Orleans for interpretation. Mr. McCall, having read the charter and investigated the legality of the acts in accordance with the law of the State of Louisiana, fully explained the matter to the Board. It was then moved by Mr. Frisby, seconded by Mr. Glenney of New Orleans and unanimously carried that:

WHEREAS, The charter of the Jefferson Highway Association has been investigated and report made thereon as to where the annual meeting can be held beside the domicile of the corporation,

BE IT RESOLVED, That Mr. Walter Parker of New Orleans, Vice-President of the International Jefferson Highway Association, be and he is hereby authorized to appear before a notary public of the Parish of Orleans, and to sign a notarial act, amending the charter of the Jefferson Highway Association in the following respect:

"That the annual meeting of the International Board of Directors may be held either at the domicile of the corporation or at such other place as may be selected or authorized by the International Board of Directors in convention assembled, all such annual meetings to be called in accordance with the provisions of the charter."

AMENDMENT TO CHARTER: Because of the discussion with reference to the legality of amending the charter and the explanation made by Mr. Henry G. McCall of New Orleans, it was moved by Mr. Glenney, seconded by Mr. Shepard that the amendment to the charter of the Jefferson Highway Association, as presented in the above paragraph plus other amendments that are necessary as provided in the resolution offered by Mr. Russell and seconded by Mr. Shepard at a previous session, be referred to the Resolutions Committee and adopted at a special meeting of the International Board of Directors of the Jefferson Highway Association, to be called in accordance to the charter of the Jefferson Highway Association at its domicile in New Orleans. At such a special meeting, an amendment to Article 5 of the charter is referred to as follows: Insert in paragraph two of Article 5, between the sentence "Directors may vote by written proxy at all called meetings" and the last sentence of paragraph 2 of Article 5, the following amendment:

The President or any other general officer shall notify each member of the Board of Directors by letter or wire at his last registered address at least ten (10) days prior to the annual meeting, which may be held either at the domicile of the association, or at such other place as may be selected by the Board of Directors. The Board of Directors at the annual meeting shall elect a President, Vice-President, a Secretary and a Treasurer, from the general membership and take up all other business coming before the meeting relative to the welfare of the Jefferson Highway.

The Board of Directors or the General Executive Committee is empowered to em-

ploy a secretary and an engineer and such other employees as may be required in their judgment, and to fix their salaries and define their duties.

Special meetings of the Board of Directors may be held at the domicile of the association or at such other place as may be selected by the Board of Directors, at the call of the President, or of any other general officer, provided a written notice or telegram is sent by the President or any other general officer to each member of the Board at least five (5) days prior to the meeting, stating object, time and place of meeting.

Moved by Mr. McCall, seconded by Mr. Glenney and carried that notices be sent to the International Board of Directors by the President, calling a special meeting to be held in New Orleans for the purpose of amending the charter of the Jefferson Highway Association.

RESOLUTIONS: Upon motion of Mr. Russell of Kansas, seconded by Mr. Shepard of Iowa, the following resolutions presented by the Resolutions Committee were unanimously approved and adopted:

WHEREAS, the resumption of general industrial activity following the close of the world war brings with it certain problems for employment of a large amount of labor, that has heretofore been employed in the work of winning the war, and includes a large number of returned soldiers for whom employment should be furnished without unnecessary delay during the period of readjustment, and

WHEREAS, the organization of trunk line highways throughout the United States is a desirable feature to assist in the economic growth and development of the nation, and will greatly assist in the problem of transporting the food to market and in bringing the farmer close to the communities from which he derives social and economic advantages, and

WHEREAS, A central national organization to develop a national system of trunk line highways with as little delay as possible is desirable.

THEREFORE, BE IT RESOLVED, That a Federal Highway Commission be created to promote and guide this powerful economic development of both highways and highway traffic and establish a National Highway System.

BE IT FURTHER RESOLVED, That the present appropriations for Federal aid to the states be continued and increased and the states urged to undertake extensive highway construction so as to keep pace with the development of this country and its transportation needs, and in carrying out the provisions of the present Federal Aid Act or any amendment thereto that the State Highway Department shall co-operate with the Federal Highway Commission.

BE IT FURTHER RESOLVED, That the Jefferson Highway Association hereby pledges itself to co-operate in any and all ways possible to assist the organized Fed-

eral and State Organizations in the development of good roads throughout the United States, and more particularly along the line of the Jefferson Highway, extending from New Orleans to Winnipeg.

BE IT FURTHER RESOLVED, That the thanks of this Association are due to Mr. R. D. Nibert of Bunkie, Louisiana, for the splendid assistance furnished by him in organizing the Louisiana-Jefferson Highway Association and in securing the financial support of the various communities in Louisiana, along the Jefferson Highway, and that our thanks are also due to Mr. C. M. Weeks of Garyville, Louisiana, for the able assistance also rendered by him.

BE IT FURTHER RESOLVED, That this Association expresses its appreciation of the act of the Daughters of American Revolution, New Orleans Chapter, in placing the marker and tablet at the southern terminus of the Jefferson Highway at the intersection of Common and St. Charles Streets in the City of New Orleans, and that our thanks are due the members of this Chapter for the beautiful ceremony of unveiling the marker on the afternoon of January 16, 1919, wherein the British and American flags were joined together, emblematic of the community of interest of the United States and Canada in the Jefferson Highway and in the recent World War.

BE IT FURTHER RESOLVED, That our thanks are due to the City of New Orleans, the New Orleans Chamber of Commerce and the Press of the City of New Orleans for the many courtesies shown our organization during its stay in the city while attending this meeting.

NEXT MEETING PLACE: Moved by R. B. Millard of Minnesota, seconded by Mr. Shafer and carried, that the Advisory Committee designate the place and date of the next meeting of the International Board of Directors.

ANNOUNCEMENT: Chairman Combs then announced the completion of the business of the International Board of Directors. George C. Merkel, manager of the Good Roads Bureau, then announced that the Good Roads Bureau had provided a luncheon for the International Board of Directors as the guests of the Bureau.

RESOLUTION OF THANKS: It was then moved by Mr. Connett of Missouri, seconded by Mr. Millard of Minnesota that the International Board of Directors of the Jefferson Highway Association vote a rising vote of thanks to the Good Roads Bureau of the New Orleans Association of Commerce and to Mr. Walter Parker, General Manager of the New Orleans Association of Commerce, for the splendid entertainment provided for the delegates to the New Orleans sessions of the International Board, and that a vote of thanks be also extended to Mr. George C. Merkel, manager of the Good Roads Bureau, for his services as Assistant Secretary of the meeting of the International Board of Directors.

ADJOURNMENT: Upon motion, the meeting then adjourned to immediately meet at the luncheon of the Good Roads Bureau to complete

the business of the Directors and officially present to Senator Young the life membership as provided by resolution of the Directors.

SPECIAL SESSION AT LUNCHEON GOOD ROADS BUREAU.

The International Board of Directors met at the Monteleone Hotel as guests of the Good Roads Bureau, with Mr. Henry G. McCall presiding as chairman. Concluding the luncheon, Chairman McCall called upon Mr. James E. Combs to preside. The resolutions with reference to life membership of Senator Young were then read by Secretary George C. Merkel, as drawn up by the Resolutions Committee. Senator Lafayette Young, being present, was much surprised, but accepted the life membership, extending his appreciation to the Directors. Senator Young then referred to several instances of the organization meeting and further expressed his belief as to the success of the Jefferson Highway as a means of transportation between the North and South along similar lines as expressed by him on a previous occasion.

— Build Roads Now —

FIRST ANNUAL CONVENTION

(Continued from page 10)

Highway Department, and Mr. Buie was assured that whatever legislation was necessary for the completion of the road, that this association would co-operate.

The following resolution was then offered by Mr. Duncan, seconded by Mr. Simon and unanimously carried:

WHEREAS, the funds now available for construction and maintenance of roads derived from the one-quarter of one mill good roads tax, is totally inadequate and insufficient to meet the ever increasing demands now being made upon the State of Louisiana, and

WHEREAS, roads already constructed are fast deteriorating, owing to lack of maintenance and provision for maintenance and provision for maintenance,

THEREFORE, BE IT RESOLVED, by the Louisiana-Jefferson Highway Association, in first annual meeting assembled in New Orleans, January fifteen, Nineteen-nineteen, that we pledge ourselves to actively support, and do hereby recommend such further increase in the present good roads tax, as will adequately and efficiently provide for the ever increasing demands, and for the completion of a system of state roads, and

BE IT FURTHER RESOLVED, that, in order to meet the demands for road maintenance, we recommend a revision of the present Motor Vehicle License Law.

WHEREAS, the Louisiana-Jefferson Highway Association at its first state annual meeting held at New Orleans on January 15, 1919, appointed the undersigned committee to take up with the Honorable Walter D. Hines, Director of the Railroads of the United States, the question of final disposition of the injunction suits brought by the receivers of the Texas and

Pacific Railway Company against various parishes and road districts of the State of Louisiana respectfully present to the said Honorable Walter D. Hines, Director of Railroads of the United States, the following resolution expressive of the sense of said convention, viz:

Resolved, that the Honorable Walter D. Hines, Director of Railroads of the United States be and he is hereby petitioned to use his good offices and great influence in bringing about a speedy and favorable settlement of the injunction suits brought by the receivers of the Texas and Pacific Railway Company against sundry parishes and good road districts of the State of Louisiana to the end the litigation now pending in the United States Circuit Court of Appeals may be speedily adjusted and disposed of so that there may be no legal hindrance to the project of building the Louisiana link in the Jefferson Highway.

ELECTION: Mr. C. J. Pope, chairman of the Nominating Committee, offered the report of his committee as follows: For Board of Directors at the International Jefferson Highway Association, representing the state at large, Senator T. L. Dowling, De Soto Parish; Mr. C. M. Weeks Garyville; Dr. H. S. Joseph of Melville; and Mr. J. W. Duncan of Grant.

Upon motion of Mr. Graham, seconded by Mr. Simon and unanimously carried, the nominations were closed, and the members nominated by the committee unanimously elected.

Upon motion of Mr. Nibert, seconded by Mr. Duncan, Senator T. L. Dowling was nominated as Vice-President for Louisiana of the International Jefferson Highway Association, and Chairman of the Louisiana-Jefferson Highway Association. Resolution was unanimously carried.

In accordance to amended charter of the Jefferson Highway Association, regarding memberships, New Orleans with a double civic membership will have two representatives on the International Board of Directors, and Shreveport with a single civic membership will have one representative on the International Board of Directors of the Jefferson Highway Association.

NEXT MEETING: Mr. Simon of Shreveport, read a telegram sent by all of the commercial organizations of Shreveport, requesting that the second annual convention of the Louisiana-Jefferson Highway Association be held at Shreveport. No other nominations having been made, upon motion of Mr. Simon, seconded by Mr. Mercer, Shreveport was unanimously elected as the meeting place for the second annual convention of the Louisiana-Jefferson Highway Association and unanimously endorsed by those present. In this connection, Mr. J. D. Clarkson stated that the second annual convention should be held the latter part of the year 1919, in order that the Louisiana-Jefferson Highway Association may appoint and elect its delegates for the following year on the International Board of Directors of the Jefferson Highway Association.

The convention then adjourned.

SAYS J. H. RUNS OVER JOKE ROAD

(Continued from page 13)

a place there, and Donaldsonville—well, the impression I gained of Donaldsonville when I was there was that her people were fully competent to solve as simple a problem as this without suggestions from me.

Thanking you for your continued interest in the highway, and for the kind reception by your people, and hoping that your people will boost the Jefferson so strongly that the traffic will become so great that we will have to use both sides of the river, I remain, Sincerely yours,
JEFFERSON HIGHWAY ASSOCIATION.

(Signed)

By J. D. Clarkson,

General Manager.

— Build Roads Now —

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How Long?

R. B. MILLARD of Little Falls, Minn., writes:

"**H**AVE just received two clippings from a New Orleans paper, one of which states that Grant Parish was going ahead to complete their thirty-three miles of Jefferson Highway. That is good news and the kind we like to hear. The other one is a credit to New Orleans for subscribing for four hundred members. It looks as though other towns would have to get into the game strongly or look like back numbers."



R. B. Millard

Mr. Millard was present at that wonderful Louisiana-Jefferson Highway state meeting in New Orleans last January. By reason of that he will not only take a lively interest in Louisiana affairs hereafter, but he also has a fuller realization of the fact that the construction of thirty-three miles of the Jefferson Highway in Grant Parish, Louisiana, means as much to Minnesota—almost as much as that amount of construction on the highway in his own state.

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IMPROVING THE HIGHWAY

By an Unknown Author.

AN old man, going a lone highway,
Came at the evening, cold and gray,
To a chasm vast and deep and wide.
The old man crossed in the twilight dim—
The sullen stream had no fear for him;
But he turned when safe on the other side
And built a bridge to span the tide.

"Old man," said a fellow pilgrim near,
"You are wasting your strength with building
here;

Your journey will end with the ending day,
You never again will pass this way;
You've crossed the chasm deep and wide,
Why build this bridge at even tide?"

The builder lifted his old gray head.
"Good friend, in the path I've come," he said,
"There followed after me today
A youth, whose feet must pass this way.
This chasm, that has been as naught to me,
To that fair-haired youth may a pitfall be;
He, too, must cross in the twilight dim;
Good friend, I'm building this bridge for him."

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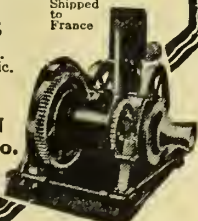
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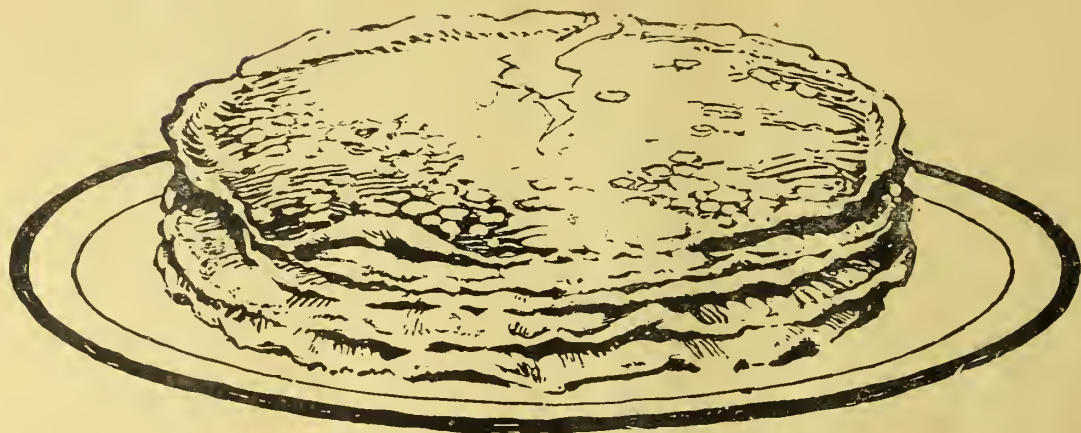
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The Modern Highway

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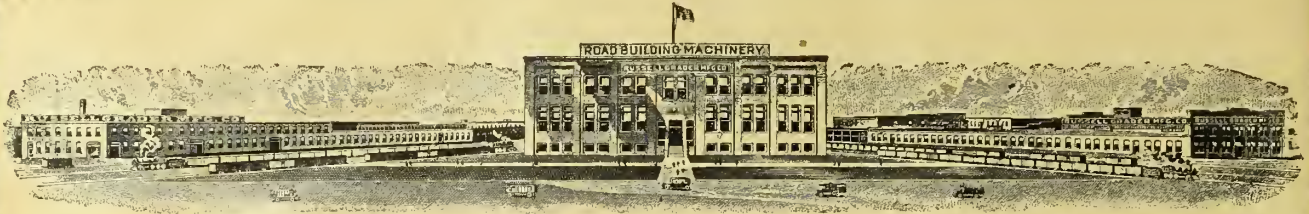
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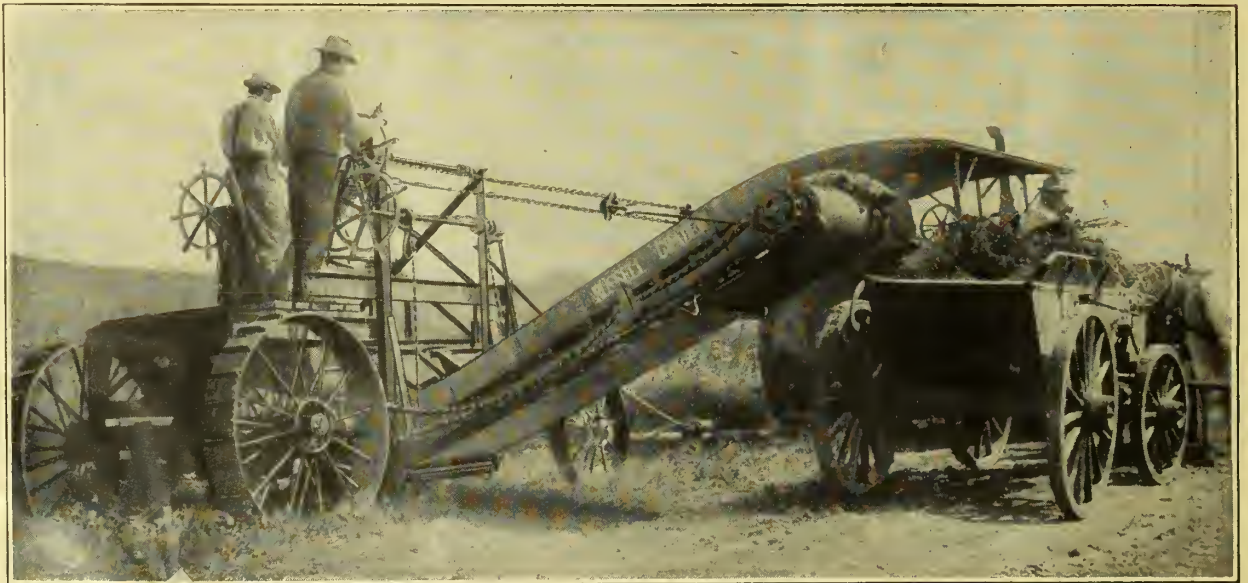


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The Modern Highway



Number 3

Formerly "Jefferson Highway Declaration"

APRIL, 1919

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PLATTE COUNTY PLOWS MUD

Farmers in Missouri Wade Impassable Lanes During Campaign in Which \$17,000 Was Voluntarily Subscribed to Improve Road and Secure the Jefferson Highway

— Build Roads Now — Build Roads Now — Build Roads Now —

By Ethelbert M. Claypool.

LIKE a flash on a movie screen, burst into full view the little town of Platte City, county seat of Platte, historic as a portion of the Platte Purchase. From the crest of a height, down which the Platte Purchase Route literally plunged, the village appeared to nestle in the bosom of the protecting hills.

For more than an hour Lizzie had skipped, slid, squirmed, plowed, stuck, floated over eight miles of bottomless mud. Platte county is a rich agricultural county. The soil that produces bumper crops also produces the finest mud roads.

The warm rays of the March sun were playing havoc with the remaining evidence of the winter's worst blizzard. Each cut possessed a bog or lake. The intrepid jitney-driver made the journey more as lark than as a business matter. Someone had told him that another car had made the trip that morning. So it was no surprise to see gathered around the court house square not scores of automobiles, but muddy horses and buggies. No miry spot in the county was muddier than the county seat.

On the one principal business street, across which one waded, and about the court-house knots of men were talking seriously among themselves. The atmosphere was charged with a strained but silent excitement. Certain of mud-splashed farmers could be seen moving from group to group, religiously avoiding other groups. There was that something in the air that tells the student of human nature that a matter of grave importance hangs in the balance.

"I've seldom seen a crowd so large as this," remarked the restauranter, who for thirty years has been feeding the hungry of Platte County. "Even in dry weather I don't remember having such a crowd as we have had for

dinner today. There's some sort of a road meeting going on. I think it's something about this Jefferson Highway."

So that was it. On horseback, in buck-board and lumber wagon, and on foot had come this unprecedented number of farmers. Bespattered and smeared these fellows had gathered for the purpose of presenting to the county court a proposition to improve one of these mud lanes from the north line of the county to the Parkville special road district on the south. Less than a year before these same road enthusiasts, or perhaps their brothers, voted down a proposal to issue \$1,000,000 in bonds to build a county-wide system of roads by a two to one vote.

I made inquiry of several embryonic road builders as to what caused the change in sentiment. None seemed willing, if he knew, to tell me how the movement started. It was going. That was enough. They could see things happening.

"You might find Charley Hull," I was advised. "He knows more about this than anyone else."

Had I searched for the man whom the name Charley suggested I'd have been hunting yet. The truth is that Charley found me. No mental gymnastics were needed to discover that this 285-pound giant was the king-pin of the movement. Some man is always the source from which each progression gains its force. Modestly he traced the beginning and growth of the most remarkable instance of concerted, voluntary action manifested along the Jefferson Highway; remarkable because of the peculiar local conditions.

"November 20th Mr. Clarkson, the general manager, held five meetings in Platte County," he said. "The Jefferson Highway missed us,

and we want it to come over our road. I had previously filed a contest, showing that the distance would be shortened over two miles between St. Joseph and Kansas City."

ON Friday following Mr. Clarkson's visit to Platte City, Mr. C. V. Hull, owner of 640 acres of land on the road in contest, breeder of pure bred Hereford cattle, and known throughout the length and breadth of the county as "Charley," went over to visit his neighbor, John S. Williams. His purpose was to solicit memberships in the Jefferson Highway Association.

"What good will memberships do if we don't have a road?" said Williams.

"What good will the road do if we don't get the Highway?" Hull countered.

Eventually it was agreed that they were twins—that the Highway was the bigger twin of the two, but that in order to get it there must also be a road. So Neighbor Williams and "Charley" Hull decided that there was no good reason why the road should not be graded and put in readiness for a hard surface.

"All right, if you'll subscribe \$500 I'll put my name right under yours," bantered Hull.

"It's a go," responded Williams.

Mrs. Williams was called in from the kitchen, where she was preparing dinner. Her part in the game was to write out a real, honest-to-goodness, home-made petition.

Soon the two names appeared, with \$500 "set opposite." Later this was raised to \$750. This was the humble beginning of an unparalleled campaign to place a petition before the Platte County Court asking that the road be graded and that culverts and bridges be built from the north line of Platte County to the line of the Parkville special road district, and agreeing to pay a considerable part toward the cost.

The Parkville special road district will provide for the road into Kansas City. Judge D. A. Chestnut of Platte City volunteered to see that the section from his home town to the Parkville special road district was given an opportunity to get into the game. Charley Hull assumed entire responsibility for the north section. The road passes on a line almost straight north and south for thirty-five miles through the county. The special road district includes eight miles. Judge Chestnut had fifteen miles and Charley Hull the remaining twelve miles.

THE last day that an automobile could be safely and conveniently driven over the hills and roads of the county was that following General Manager Clarkson's visit. Therefore it was up to the workers to make their calls by more ancient mode of travel. This has been, so they say in Platte County, the worst winter for roads for several years.

Much of the time the campaigners had to abandon their buggies and ride horseback to get over the roads. Day after day, week after week, Charley Hull drove from early morning until late at night. Others of the workers did likewise. Not only was his interest in his own section, but this man Hull kept in touch

with the situation along the entire project and injected a little pep at the proper moment whenever and wherever it was needed. Of course there was opposition—some along the road, some in other sections of the community. Little attention was paid to rumblings from those who were trying to put the proverbial monkey-wrench into the machinery. Those who honestly opposed were educated. All sorts of arguments to get subscriptions to build the road were used.

W. W. Brown, although living three miles from the road, subscribed to the fund. His subscription, as were most of the others, was made upon the condition that the Jefferson Highway be routed over this particular road. Underneath the desire for a better road was the unquenchable fire of determination that the Jefferson Highway franchise must come to them.



Motor transportation was impossible

As the campaign progressed Mrs. Hull, who had hardly seen her husband for weeks, one day discovered him at home for dinner. He had ridden horseback through the mud since early morning.

"Where under the sun have you been? What have you been doing?" she demanded.

"I've been getting \$110 this morning, and here are the checks," replied he, producing the visible evidence of his labor.

"What do you want to do that for?" came back his helpmate. "Don't you know that people are beginning to run when they see you coming?"

"Yes, they're running to me, not away, asking me how much they ought to subscribe."

By this time a committee composed of G. B. Anderson, W. E. Montgomery and Irwin Willis, appointed by the County Court, had made a survey and cost estimate. It would take \$1,000 a mile through the country, or \$35,000. The state could be expected to meet the interested persons dollar for dollar. That left \$17,500 to secure.

The movement was going like a well-oiled machine. C. B. Hoskins, Thomas H. Perry and George Elliot were volunteer assistants to Judge Chestnut and the south end was holding its own. The County Court met in special session February 8th to hear the proposition presented by Hon. James Hull, an attorney, and brother of the prime mover. The solicitors showed subscriptions for \$12,000. The court agreed to give \$3,000 and take care of any extras. State and Federal Aid made up the balance, as much work had already been done. The weather, upon the day set as the one upon which the money should be produced, February 17th, was so inclement that the hearing was postponed by the court to February 24th. It was not until March 3rd that the matter was finally presented.

Upon that date the checks were laid on the desk before the court. From the pockets in which they had been carried to be used as convincing evidence of what the other fellow was doing they made their appearance, accompanied by neat lists of names of those who wanted the road improved bad enough to dig down deep for funds. It was this occasion and to witness this event that farmers of Platte County braved the stickiest of muddy clay roads, afoot and horseback. There were rumors that two other roads were competing for the location of the Jefferson. Although there were tense moments during the time that the checks were being presented no money for any other road was to be seen. There had been hot air, but no steam to the opposition talk.

JUST as all seemed in readiness for the ceremony of formal presentation to the court a delay of half an hour was occasioned by the discovery of Judge Chestnut that a certain man not far distant held his pen in hand, waiting to be asked to allow his check for \$100 to be included in the list.

During this period W. L. Thomason, a farmer living four and one-half miles south of Platte City, arrived. He had decided that shanks ponies were the only ones to traverse the roads.

One of the interested onlookers told the story of the fellow living three miles from the proposed route of the Jefferson, who, when approached with the statement that he ought to give \$50, inasmuch as another farmer living 3 miles off the road had subscribed that sum, hesitated not a moment, but said, "I'll go him one better. Put me down for \$100."

"There is no argument against good roads," asserted J. O. Johnson of Platte City. "Some people say that we can get along with the ones we have. We can get along, that's true. We can get along with a tent to live in. Do we? I guess not. We must have a house with many rooms and modern conveniences. We hear people kick about paying the taxes, but they don't know what they are missing, or they'd be only too glad to pay them. This is only one of a thousand arguments, too."

The County of Platte is strictly an agricultural community. There is no town of more than 1,000 population within its borders. The

assessed valuation is \$11,000,000. Therefore the matter of good roads is as vital as it is in any section of the United States. In one year the farmers have awakened to the fact.

Judge Chestnut returned with the check. Attorney Hull opened his statement with the remark: "Gentlemen, the sum is growing larger all the time."

A crowd which packed the spacious court room witnessed the fact that \$800 more than was needed was placed before the three judges. Later a certified check was filed with the court.

The list of names attached to the stack of individual checks follows: John S. Williams, C. V. Hull, D. F. Logan, Clarence Dean, Lester Ferra, Mrs. Mary Davis, Clifton C. Busey, J. S. Davis, Edward C. Smith, Ralph Davis, T. C. Hancock, Thomas H. Perry, Mrs. Essie Burt, E. T. Wilhoit, B. B. Hull, J. Hansroth, S. J. Gabbert, William Wilson, G. B. Anderson, J. H. Stalder, E. E. Pumphrey, John Logan, S. W. Williams, James Benner, Grover Bullock, G. D. Masters, Ella Bullock, George W. Spears, G. D. Roberts, Mrs. F. M. Dean, Mrs. Maggie E. Dean, C. R. Nower, J. F. Wells, A. B. Dean, Thomas Adams, James Turner, Jr., J. O. Adams, A. J. Dean, Edward Young, Daniel P. Shouse, Joseph Collier, George Magget, W. W. Brown, L. R. Keller, Flora Blankenship, Dean Lamar, Erma Gabbert, J. Hawkins, James Wright, A. Clark, Thomas Keller, H. A. McIntire, William Smithers, Ward Anderson, Harry Pennington, Harry Smithers, O. C. Richardson, George Gerner, Judge Crutchfield, John Wells, Earl Norman, John Ages, Virgil Wilhoit, Andrew Lober, Harry McLain, George Eckert, Laura Willis, C. B. Hoskins, Garrard Chustnut, James Miller, L. C. Faulkner, D. C. Knighton, E. J. Tatman, Joseph Carey, Joseph Moore, D. A. Chestnut, O. Bullock, F. M. Wilson, J. H. Fleshman, Mid Payne, W. H. Fleshman, Clark Bros., Mrs. Anna Ratliff, W. M. Stamper, W. L. Thomason, James McComas, T. G. Cockrill, D. G. Cockrill, Joseph C. Clark, Joseph Rixey, W. S. Wells, C. C. Cockrill, G. C. Coleman, J. E. Roberts, A. Termier, J. B. Dillingham, William Giffe, E. S. Dillingham, Albert Henry, G. C. Johnson, J. L. Carmack, J. W. Carson, J. W. Harrington, Ad. Rader, J. G. Johnson, J. O. Johnson, G. J. Larrabee, James Vestal, I. A. Cox, I. A. Best, Charles Ferrel, C. P. Fleshman, D. B. Higgins, S. Redman, Tom Hartman, B. F. Murdock, W. W. Dillingham, J. B. Woodson, M. M. Patton, A. D. Burnes, Mason Mayo, J. B. Smith, Platte County Telephone Company, H. M. Clark, Northrup Manufacturing Company, J. Bradsbury, C. A. Linney, John W. McCalley, D. O. C. Williams, A. F. Grossel, A. P. Fulcher, Gid. Brown, F. M. Hulet, Max Jones, Fred C. Wright, W. H. Rader, Leane Right, Edward Cole, J. T. Rader, E. L. Dudgeon, W. O. Stone, A. J. Elevator Company, G. W. Brown, H. L. Dillingham, J. W. Davis, A. T. Sloan, Chris. Skillman, John M. Renz, John J. Morton, Daniel Brown, M. J. Baker, J. L. Stapp, E. S. Flannery, Mrs. C. M. Johnston, Platte County Fair Association, F. W. Hymer, Collins & Miller, N. B. Anderson.

Throughout the campaign Charley Hull car-

(Concluded on Page 17)

ALADDIN'S PALACE HAD NOTHING ON ST. PAUL'S ATHLETIC CLUB BUILDING

Luxurious Appointments, Perfection of Detail, Mark Every Appointment of Handsome Home for Tired Business Men and Women of St. Paul

By Lucile Hegner

— Build Roads Now — Build Roads Now — Build Roads Now —

ALADDIN rubbed his lamp and lo! there arose in the smoky heart of the city, a dream in concrete and brick and steel, with soft lights, and deep, warm-toned hangings, a dream in velours and silks and tapestries, in comforts, conveniences and homeiness, and over it all an indefinable air of tempered elegance that ranks the St. Paul Athletic Club as one of the best of its kind in America.

Much has been said and written about the St. Paul Athletic Club, both during its construction and when it was opened recently, but to grasp the details which make the ensemble a thing to marvel at will require many a day for St. Paulites.

To those who enter the St. Paul Athletic Club for the first time it opens a vista in the realm of quiet luxury.

The atmosphere of the place "gets you" from the time you are revolved into the handsome lobby with its inviting blues and brown until you've had a dip in the clear, green depths of the swimming tank high on the eighth floor, of which unusual location we will have more later.

If perfection of detail makes a perfect whole, which sticklers seem to agree upon, then the Athletic Club must be a well-nigh perfect institution, for nothing has been neglected, from the valets on the three top floors, who mix your laundry bags, to the wine cellar in the sub-basement, where the man wears out his arm filling bottles, and where there is a humidor for cigars.

Take the club from floor to floor, as the writer did. Women are forbidden to go above the sixth floor, except on ladies' day, for up there is the swimming pool, the men's locker rooms, the gymnasium and the sleeping apartments, and men do not often swim in business suits.

But business is business, nevertheless, and the writer, personally conducted by a member of the club, was allowed to enter the forbidden precincts with the admonition, "when you hear a noise like a splash beat it."

IT isn't a swimming tank; it's a symphony in green and black and white. The water isn't water; it's absinthe, and the Roman seats that grace its banks have a history which goes thus:

When Charles Brioschi, St. Paul sculptor, was called on to make them, there were those wondered if stone seats might not be uncomfortable. Says Charlie, "I'll see," and he

molded a mass of soft clay, in which he sat himself down.

"Feels comfortable," says Charlie. "If I can sit in these chairs any darn man can," and patterned his wares forthwith.

To go back to the pool. Did you know that to install it on the eight floor, where it hooks up with the gymnasium, cost just about \$15,000 extra, and that St. Paul is one of two clubs in the country that has its swimming pool up in the sunlight and not in gloomy basement?

But it's worth the extra cost, for all day the sunlight floods the pool, and casts pink shadows on the Roman seats with a history on the stately palms and the delicate mosaic floor.

In the gymnasium, directly across the hall, where one may have a work-out before a swim, is the running track. Twenty-six laps to a mile you go, or if you're too fat to run you can take advantage of the complete equipment in the gymnasium proper below.

If any single department could be stressed on it is perhaps the main lounge on the fifth floor.

A Sybarite could revel in its magnificence, and yet Mr. Plain Business Man feels just as much at home, for although the velours and tapestries, the inlaid walnut and the French mirrors are rich, they are not too rich, and the quiet splendor of the room casts a wizard's spell upon the weary.

On the third floor there is the grill room, and it is the last word in grills. Breakfast would be prolonged into luncheon for many a man, just for the pleasure of dining in the quaint setting.

The main dining door on the third floor provides a place where men may dine at any hour of the day, and its hangings are red. Not the garish red that one associates with Socialists, but the shade of the heart of a cherry or sparkling Burgundy—the red that invites and which is probably responsible for the popularity of the club, when dancers gather each Wednesday and Saturday night.

And, in their magnificence, have the men forgotten the women? Let's visit around and see.

Let's visit the women's lounge, with its quaint, silk-shaded lamps, looking like old-fashioned, lovely bonnets, and the women's locker room, with its private apartments for dressing after a plunge, the shower bath, the private

stairway leading to the pool on the eighth floor, the perfection of detail worked out for women by a man, and which they could not rival if they tried.

The most luxuriously equipped room in the entire club is the women's writing room on the fourth floor, where, on a desk carved from an old spinnet, milady can sit in a hand-carved mahogany chair to pen her love letter, regarded by a brooding buddha enthroned on the desk.

Women will be interested in the appointments of the sleeping apartments on the three top floors, where there are "gray" rooms and "mahogany" rooms, with rose and gold-shaded lamps, writing tables and chiffoniers, white lined beds and soft, thick carpets, a cedar clothes closet, with drawers underneath for shoes, with shower baths and tubs in spotless white, and at prices ranging from \$25 to \$50 a month, when there are any.

So popular has the club become as a home that many men spend almost their entire time there.

THE tap room smells beautifully, and is paneled to the ceiling and hung with cheery old English scenes. Pretty bottles are ranged along the walls, and men circulate freely, bending their elbows at intervals. It opens into the card room, without which no St. Paul Club would be complete, and here again the Genii who constructed the palace has outdone himself this time in tables.

Various things can be done with these tables from taking them apart to tucking one's stein in small compartments handy to the knee, leaving an open space for cards. To a chance observer it would seem to be a Sahara.

— Build Roads Now — Build Roads Now — Build Roads Now —

The kitchen is interesting. There are rows of refrigerators for cold plates, and rows of warming ovens for hot plates. There are salad specialties, and roast specialists, those whose duties lie only with vegetables, and a dishwasher that not only washes, but sterilizes every dish that is placed before a patron. The dishwasher runs by electricity and the food specialists by the power of good right arms.

HAVE you ever attended a seance where mysterious writing suddenly appears and scares you green? It is thus with the telautographs, which are installed in each department of the clubs as part of its paging system. Perhaps you want John Jones, and want him in a hurry. Tell it to an operator who writes it on the weird and wonderful apparatus before him. It registers on the instrument in each of the departments, where a waiting page reads it, then hurries to tell Mr. Jones he's wanted elsewhere.

These are but few of the many things which are delighting the members of the St. Paul Athletic Club.

And while the club is a man's club, built principally for man's comfort and well-being, the one who really rules the "roost" is a woman, Mrs. E. Berglund, housekeeper, high priestess of Aladdin's palace, who at the wave of her broomstick or her bunch of keys brings forth order and dispatch and runs all things to her liking.

Women serve as waitresses, act as pages, run elevators, and by the deftness of their touch transform the splendid rooms from mere abiding places to homes, and are a vital part of the system which places the St. Paul Athletic Club second to none in the country.

Long may they serve!

WANT TO BORROW THIS CUT? HERE'S AN IDEA



Leon Scheme Contains Merit Worthy of Consideration of All Jefferson Highway Neighbors Who Are Eager to Utilize Unique Publicity Methods.

— Build Roads Now — Build Roads Now — Build Roads Now —

FROM Mr. Fred J. Ehrhardt, assistant county engineer of Decatur County, Iowa, who lives at Leon, was recently received the following letter:

Some time ago you sent me a "cut" of the Jefferson Highway, which was used on our letter heads.

At this time we are again out of letter heads and are going to have new ones made. We would consider it a great favor if you would send the cut so that we can use it. We have received several compliments from Road Boosters on the neat advertisement.

Since the receipt of the letter Mr. Ehrhardt has received the cut, used and returned it. Any Jefferson Highway Neighbor who will use and return it promptly may have the "neat advertisement" upon application, first come first served in order of application.

There are great possibilities in the display of this picture. The Leon idea was to put the name of the termini at each end just underneath, noting principal points along the way, such as Kansas City, Des Moines, St. Joseph, Leon and Minneapolis.

THE MERIT MEDALS ARE READY

Maintenance Men in Ninety Counties Should Start Work Early in Order to Win the Beautiful Emblems Offered By the Jefferson Highway Association Through the Kindness of the Russell Grader Manufacturing Company.

— Build Roads Now — Build Roads Now — Build Roads Now —

THOSE 100 Gold Medals of Merit for 100 persons along the Jefferson Highway are now a reality. After the usual number of delays, to which we have all become accustomed during the past two years, they have been delivered. They are going to be awarded to those individuals who best maintain their section of road in every one of the ninety counties through which the Jefferson Highway passes.



Ninety County Winners, eight State Winners, and two International Winners will wear gold medals of this design.

NOW is the time for action. The open season for maintenance is here. In many sections of the country the past winter has been worse from the road standpoint than for many years. It may take a little extra work to put the Highway in the best of shape, so it is best to be up and at it.

Just as soon as the multitude of duties permits, the medals will be sent to each county for

exhibition. The most optimistic have received a surprise upon seeing the beauty of them. The Russell Grader Manufacturing Company, from whom the Jefferson Highway received the gift, did themselves proud. The medals are "fit for a king." And, by the way, many a "king" road drag will play a part in the award.

Every man on the "Vacation Route of America" should send at once for THE MODERN HIGHWAY, in order that he may be in touch with the maintenance contest. He will receive inspiration to do his work better. He will receive encouragement as he sees one of the state medals, or district medals coming to him.

Some man in every county is going to possess one of these district gold medals.

From these county winners will be selected state winners, who will receive state medals.

From the eight state winners will be selected three international winners.

The International Winners will be guests of the International Association at annual meet-

(Concluded on Page 23)

E. E. ELLERTSON PRES.

M. T. NAGLE, VICE PRES.

M. L. ELKEN, VICE PRES.

C. O. WOLD, SEC. TREAS. & BUS. MGR.



Minneapolis, Minn., U. S. A.
November 3, 1917.

Jefferson Highway Association,
Des Moines, Iowa.

Gentlemen: In the October "Jefferson Highway Declaration" we read the article proposing the giving of medals of honor to the ones who best maintain their part of the highway. We wish to say that we are very much enthused with this splendid idea and request that your association allow us the privilege to furnish such medals.

We note that it has been proposed to give one hundred (100) medals and the cost to be not less than \$1.00 each. We feel that your association is entirely too modest, as we are inclined to believe that the expenditure should be several times this amount.

Of course, we realize that the honor is not only in possessing the medal for its actual worth, but for the distinction of being honored with one of the hundred medals to be awarded by the Jefferson Highway Association. However, we feel that the gold medal should be one that would wear for many years.

If you consider our proposal with favor advise us as to what your idea of the medal should be. We are enclosing design for consideration. Yours for continued success,

GW MP.

RUSSELL GRADER MFG. CO.,
G. E. Wennerlyn.

EVERY VOTER WANTED 365-DAY ROADS

Planted in January, Seed Produced Banner Crop in March, When Jefferson Parish Harvested Unanimous Bond Issue Election

— Build Roads Now — Build Roads Now — Build Roads Now —

SEEDS planted at conferences held on Sunday, Monday and Wednesday following the meeting of the International Board at New Orleans, bore rich fruit at the election in Jefferson Parish, when without a single "No" vote it was decided to issue \$150,000 worth of bonds for the construction of 365-Day Roads.

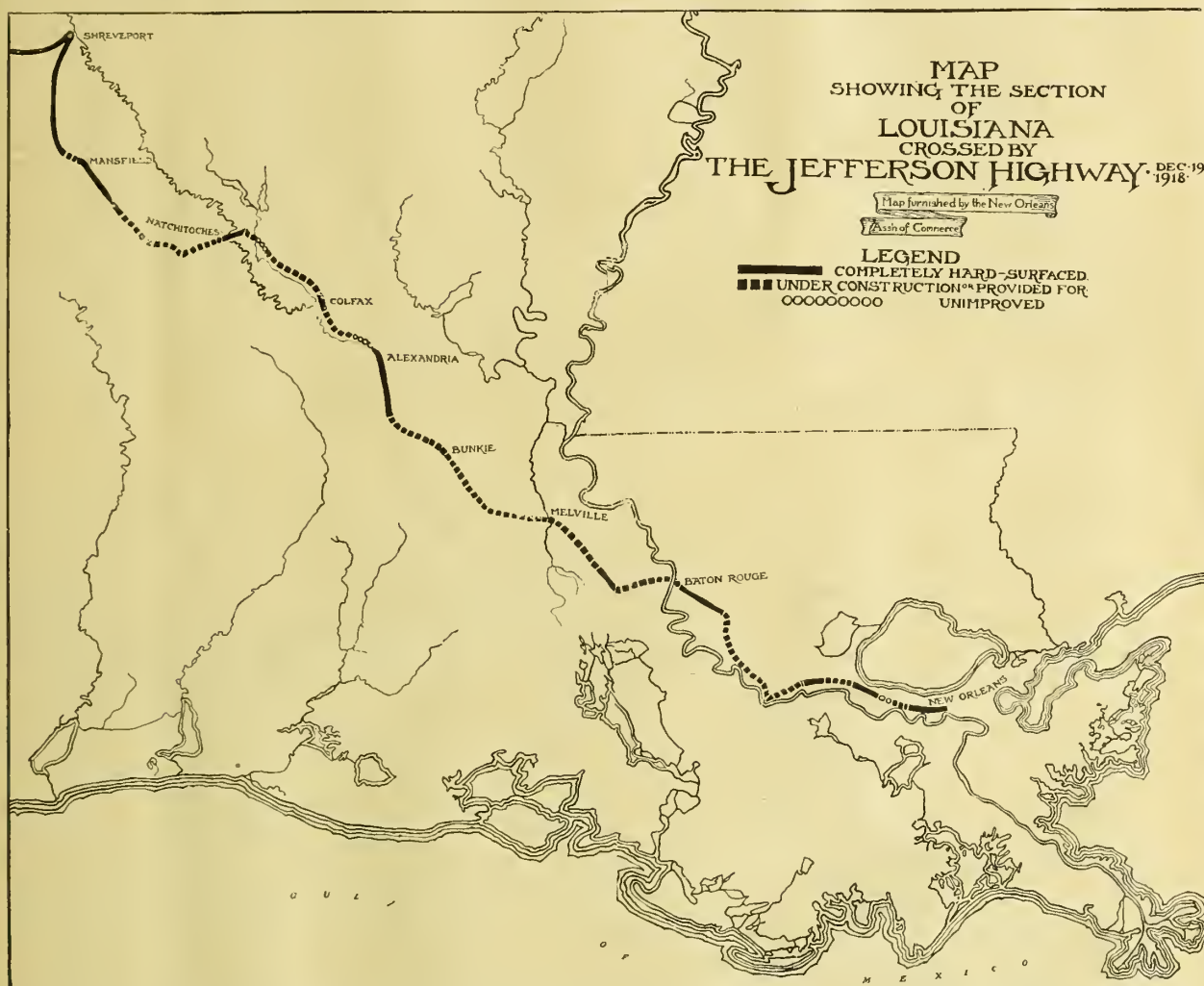
At the conferences, the police jury and representatives of the parish were present, together with members of the International Board and state officials. State Highway Commissioner Duncan Buie offered dollar for dollar up to \$50,000 from the state's funds; and as

Highway officials at a mass meeting in one of the wards of Jefferson Parish, were the breezes which set rolling a wave of sentiment in favor of good roads, resulting in the election of a bond issue.

The following letter from R. D. Nibert of Bunkie, La., throws interesting side-lights on what was supposed to be a hopeless situation, and suggests by inference that other supposedly hopeless situations might be cured in a similar manner.

"Dear Mr. Clarkson:

"Ordinarily in the line of work to which you



the 1919 funds had already been apportioned, he offered to borrow the money from the banks, to carry along the work until 1920 funds became available.

These conferences were followed closely by a meeting of the police jury, which was attended by the Advisory Committee of citizens representing Jefferson Parish, and a delegation from the Good Roads Bureau of the New Orleans Association of Commerce. Talks by several members of the Bureau and Jefferson

have been giving your time for the past three or four years and in which it was the writer's pleasure to assist during December and January, there are seldom instances where direct, positive results show themselves quickly, and the following information will, we are sure, be gratifying to you.

"You will recall that at luncheon at the St. Charles Hotel on Saturday, January 18th, Walter Parker, the writer and you discussed the deplorable and backward situation in Jefferson

(Concluded on Page 21)

SHOW WINDOW SELLS SHORT-HORNS

"The Country Gentleman" Records That Sixty Per Cent of D. M. Gregg's Sales Are Made Because the Jefferson Highway Passes His Missouri Farm.

— Build Roads Now — Build Roads Now — Build Roads Now —

IF you would sell livestock, poultry, grain or fruit, locate on the Jefferson Highway. A show window on the "Pine to Palm" means additional dollars. Several enterprising stockmen, nurserymen and "just farmers" are on the list of Jefferson Highway proponents, who not only think, but know from experience that J. H. show windows are the real article.

Among the first to adopt the show window method of doing business is D. M. Gregg, of near Harrisonville, Missouri. Because of his progressiveness Mr. Gregg and his methods have attracted national interest. In the March 22 number of "The Country Gentleman" there appeared a story entitled, "How to Sell Pure-Breds," written by John E. Pickett. It dwells at some length upon Mr. Gregg's show window, the Jefferson Highway, and the value of their connection.

"D. M. Gregg of Harrisonville," an excerpt reads, "sells Shorthorns from his show window. His 'show window' is one and a half miles long, representing the entire frontage of his farm on the Jefferson Highway, an international road from Winnipeg, Canada, to New Orleans, La.

"There was quite a scramble to secure the Jefferson Highway. As first marked it missed the Gregg farm, but the enterprising young breeder and a lot of other land owners

got busy and money was pledged to improve a cut-off which passed their farms. When it was definitely announced that his farm would be on the 'Pine to Palm' road Mr. Gregg said:

"Now my farm is a show window."

"And it is. Along the entire length of his frontage he carefully dresses his window. There are no quagmires of hog mud on display from the road. He shows no gardens which are a thing of beauty for two or three months of the year and an eyesore for the remainder. There are no yards of broken, rusty implements; no neglected orchards or brambly berry patches; no bare washed fields from which the crops have been removed. From one end to the other he shows nothing except smooth grass and quality cattle.

"I started with pure-bred hogs," he related. "I would accumulate a surplus stock and then would advertise them for sale. Perhaps I would get a hundred inquiries, and they would kick around my desk while I was busy with other things. Finally I would grit my teeth and wade into the pile. I would sweat blood until all the letters had been answered, and probably out of the entire bunch I would make only four or five sales. Then I would crate the hogs and ship them, one at a time, and get a check which was hardly large enough to bother to put in the bank. I quit. The money was coming in too slow.



This is the home of Mr. and Mrs. D. M. Gregg, four miles north of Harrisonville, Mo., on the "Vacation Route of America."



A Section of The Gregg Show Window

"Then I went in for Shorthorns. I bought twenty head of heifers for \$4,000 and paid \$1,000 for a bull. Later I bought ten more heifers and gave \$5,000 for them. Now I have a herd it would take \$35,000 to buy. This morning I was offered \$2,500 for one heifer.

"SINCE the Jefferson Highway has been marked by my door 60 per cent of my sales are made directly or indirectly from my show window. Men touring by stop to see the herd. They come from many states. Recently a man from Colorado stopped and spent the entire day. He did not buy, but I consider the time well spent, for he or some of his friends likely will buy sometime. Anyway, it is a pleasanter way of handling inquiries than sweating over correspondence."

"One of the things which amazed Mr. Gregg was the number of well-to-do farmers who tour

with their families for a vacation. Kansas, Iowa and Nebraska all are neighbors of Missouri, and it is said their inhabitants could all go motoring at once, so thick have the automobiles become. Farmers from Minnesota, Dakota and Canada have also visited him. And his estimate of the farmer who tours long distances in an automobile is that he is progressive enough to want good pure-breds and has money or credit enough to buy them. So he sees in the improvement of highways and the wider use of automobiles a better distribution of good animals.

"Also, there is an additional thought. The man in a train never sees much from the window. The man in the automobile, traveling at almost the same speed, sees everything. Thus he gets in touch. Certainly he never misses a show window one and a half miles long. Mr. Gregg's success shows that."

Build Roads Now

Build Roads Now

Build Roads Now

NEW HAMPTON WANTS HARD ROADS

Citizens Propose to Go Limit in Order to Improve the "Pine to Palm" Route.

NEW HAMPTON—have you heard of it? Well, that live little city in Harrison County, Mo., is again up and at the bit, straining to win in another fast race. This time it is a contest to hard surface the Jefferson Highway through White Oak township. There are six miles, running east and west through the township and through the city. And—they are going the limit in White Oak township, too.

Only \$40,000 in bonds can be voted in that civil sub-division, according to law. The vote is to be on \$37,500. A petition has been prepared, filed with the County Court, and a date will soon be announced for the election. When added to the state and federal aid money New Hampton will have a fund of \$75,000 to build a hard surface on the Jefferson through the township.

This link will connect with Bethany township on the east. Last year Bethany voted \$75,000 bonds for hard surface and is now awaiting the action of the federal department at Washington. On the west it will connect with Athens township, in which is Albany.

J. H. BREAKS INTO HIGH SOCIETY

THE members of the N. N. C., a literary club in Carthage, Mo., announce as one of the program subjects in the annual course of study and yearbook, "The Jefferson Highway." So far as is known this is the first occasion of this kind. It is peculiarly fitting that one of the oldest clubs in the State of Missouri should be first to recognize the distinction of the Jefferson Highway. For over forty years the N. N. C. has been studying worth while things. Jefferson Highway neighbors should feel complimented for the recognition accorded by such a substantial organization, and to the N. N. C. is due kindly acknowledgment of a progressiveness which prompts investigation and study of such enterprises as the great "Pine to Palm" highway.

Build Roads Now

ENTERPRISING BUT NOT WELL INFORMED

Laurell, Miss., March 13, 1919.

"Mr. J. D. Clarkson, St. Joseph, Mo.

"Kind Sir: I noticed in the Times that you are starting your highway road work. Should you have any houses to be moved off right away I would be glad to figure with you on the moving. I will come and see you any time I hear from you.

"Respectfully,
"W. L. WINTERS."



Sign at Straightaway



Sign at turn

MILEAGE

Winnipeg to St. Paul

Read Down	Read Up	Intermediate	Station
000.0	557.5	00.0	Winnipeg
5.5	552.0	5.5	St. Vital
9.7	547.8	4.2	St. Norbert
24.4	533.1	14.7	St. Agatha
40.8	516.7	16.4	Morris
47.0	510.5	6.2	St. Jean Baptiste
55.9	501.6	8.9	Letellier
67.9	489.6	12.0	Emerson
68.9	488.6	1.0	Noyes
73.9	483.6	5.0	St. Vincent (1 m. W.)
79.9	477.6	6.0	Humboldt
85.9	471.6	6.0	Northcote
92.0	465.5	6.1	Hallock
108.4	459.1	16.4	Bronson
124.9	442.6	16.5	Halma (Just to E.)
168.6	398.9	43.7	Karlstad
177.6	389.9	9.0	Thief River Falls
189.6	377.9	12.0	St. Hilaire
206.1	361.4	16.5	Red Lake Falls
217.3	350.2	11.2	Brooks (½ m. S.)
224.6	342.9	7.3	Oklee (1 m. N.)
228.6	338.9	4.0	Trail
237.6	329.9	9.0	Gully (½ m. S.)
244.4	323.1	6.8	Gonvick
258.0	309.5	13.6	Clearbrook
264.0	303.5	6.0	Bagley
270.0	297.5	6.0	Shevelin
289.4	278.1	19.4	Solway
324.8	242.7	35.4	Bemidji
348.3	219.2	23.5	Itasca State Park
362.3	205.2	14.0	Park Rapids
371.7	195.8	9.4	Menahga
387.0	180.5	15.3	Sebek
395.8	171.7	8.8	Wadena
407.7	159.8	11.9	Aldrich
422.7	144.8	15.0	Verndale
431.7	135.8	9.0	Staples
437.8	129.7	6.1	Lincoln
449.8	117.7	12.0	Cushing
462.9	104.6	13.1	Randall
470.0	97.5	7.1	Little Falls
483.3	84.2	13.3	Royalton
485.7	81.8	2.4	Rice
498.5	69.0	12.8	Sauk Rapids
505.7	51.8	7.2	St. Cloud
513.9	43.6	8.2	Clear Lake
521.4	36.1	7.5	Becker
533.3	24.2	11.9	Big Lake
539.5	18.0	6.2	Elk River
543.5	14.0	4.0	Anoka
547.5	10.0	4.0	Osseo
557.5	00.0	10.0	Robbinsdale
			Minneapolis
			St. Paul

Kansas City to Joplin (Thru Kansas)

Read Down	Read Up	Intermediate	Station
00.0	203.8	00.0	Kansas City
30.5	173.3	30.5	Olathe
35.9	167.9	5.4	Bonita
38.9	164.9	3.0	Ocheltree
40.7	163.1	1.8	Spring Hill
48.0	155.8	7.3	Hillsdale
55.1	148.7	7.1	Paola
67.1	136.7	12.0	Osawatomie
73.2	130.6	6.1	Beagle
81.3	122.5	8.1	Cadmus
91.4	112.4	10.1	Farlinville
99.4	104.4	8.0	Mound City
106.5	97.3	7.1	Manty
113.7	90.1	7.2	Fulton
125.5	78.3	11.8	Ft. Scott
140.0	63.4	14.9	Anna
149.1	54.7	8.7	Farlington
157.2	46.6	8.1	Girard
162.4	41.4	5.2	Washer
171.2	32.6	8.8	Pittsburg
180.7	23.1	9.5	Opolis
196.8	7.0	16.1	Carl Junction
203.8	00.0	7.1	Joplin

St. Paul to Kansas City

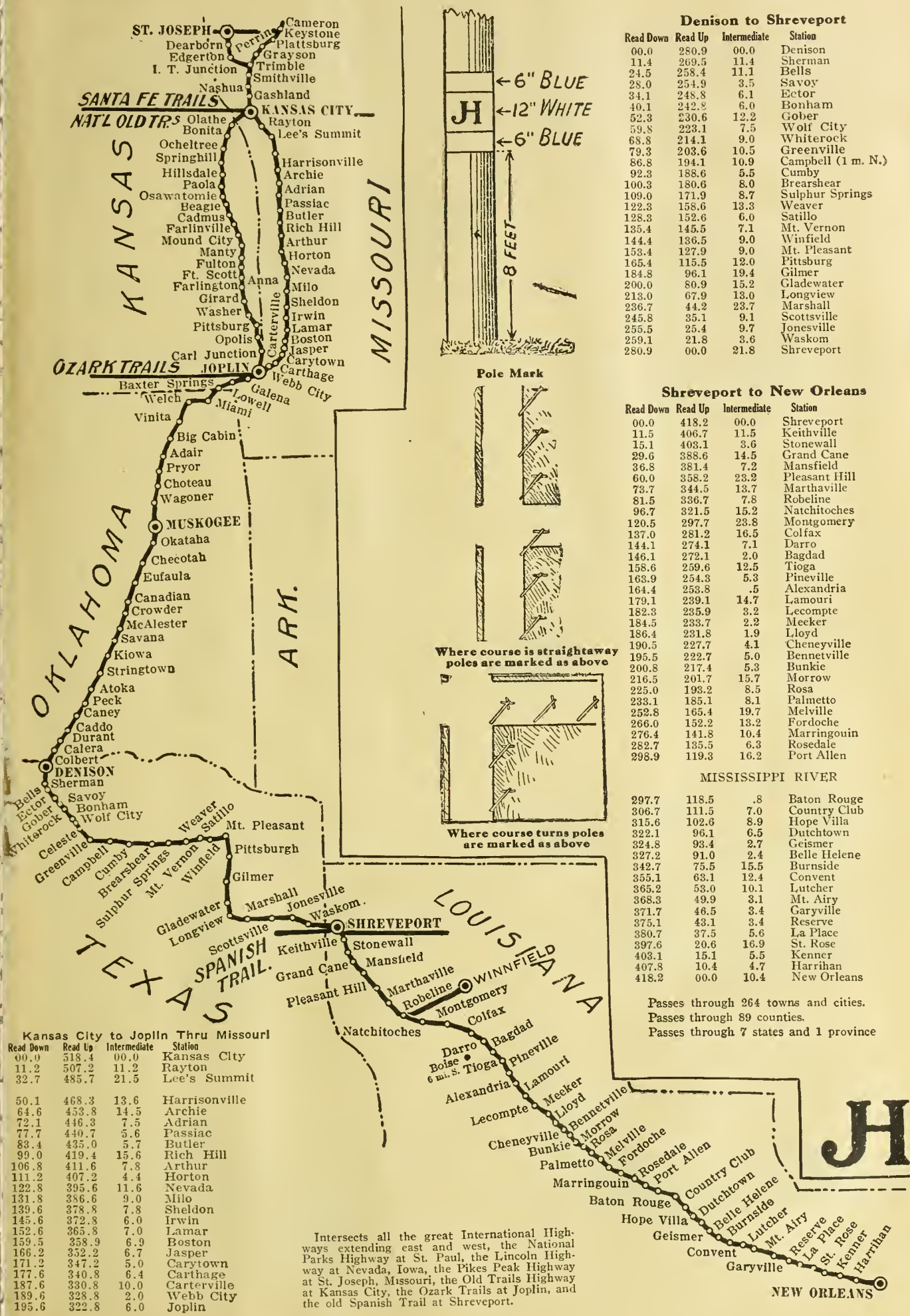
Read Down	Read Up	Intermediate	Station
00.0	503.0	00.0	St. Paul
15.6	487.4	15.6	Rosemount
23.1	479.9	7.5	Farmington
29.6	473.4	6.5	Castle Rock—to N
37.2	465.8	7.6	Northfield
40.5	462.5	3.3	Dundas
52.2	450.8	11.7	Faribault
61.0	442.0	8.8	Medford
68.1	434.9	7.1	Owatonna
86.5	416.5	18.4	Geneva
100.8	402.2	14.3	Albert Lea
108.8	394.2	8.0	Glenville
120.0	383.0	11.2	Northwood
126.7	376.3	6.7	Kensett
131.5	371.5	4.8	Manly
137.5	365.5	6.0	Freeman
142.5	360.5	5.0	Mason City
154.2	348.8	11.7	Rockwell
160.9	342.1	6.7	Sheffield
164.9	338.1	4.0	Chapin
171.1	331.9	6.2	Hampton
189.2	313.8	18.1	Iowa Falls
205.1	297.9	15.9	Hubbard
215.4	287.6	10.3	Zearing (½ m. E.)
225.6	277.4	10.2	Colorado
232.8	270.2	7.2	Nevada
245.2	257.8	12.4	Cambridge
258.8	242.2	13.6	Ankeny
271.0	232.0	12.2	DES MOINES
283.6	219.4	12.6	Somerset
289.7	213.3	6.1	Indianola
300.1	202.9	10.4	Cool
303.7	199.3	3.6	Medora
308.2	194.8	4.5	Liberty
320.9	182.1	12.7	Osceola
331.1	171.9	10.2	Weldon (1½ m. E.)
333.1	169.9	2.0	Van Wert (1 m. W.)
343.1	159.9	10.0	Leon
352.2	150.8	9.1	Davis City
359.5	143.5	7.3	Lamoni
373.6	129.4	14.1	Eagleville
389.3	113.7	15.7	Bethany
392.1	110.9	2.8	Junction
399.7	129.8	7.6	New Hampton
408.0	121.5	8.3	Albany
423.9	105.6	15.9	Ford City
430.8	98.7	6.9	King City
439.5	90.0	8.7	Union Star
448.8	80.7	9.3	Rochester
456.9	72.6	8.1	Avenue City
466.2	63.3	9.3	ST. JOSEPH
487.0	42.5	20.8	Dearborn
495.7	33.8	8.7	Edgerton
502.1	27.4	6.4	Trimble
508.8	20.7	6.7	Smithville
515.3	14.2	6.5	Nashua
519.0	10.5	3.7	Gashland
529.5	00.0	10.5	Kansas City

VIA CAMERON

Read Down	Read Up	Intermediate	Station
392.1	110.9	2.8	Junction
410.8	92.2	18.7	Pattonburg
424.6	78.4	13.8	Winston
439.6	63.4	15.0	Cameron
448.6	54.4	9.0	Keystone
454.1	48.9	5.5	Perrin
462.1	40.9	8.0	Plattsburg
470.6	32.4	8.5	Grayson
475.6	27.4	5.0	Trimble-Junct
482.3	20.7	6.7	Smithville
488.8	14.2	6.5	Nashua
492.5	10.5	3.7	Gashland
503.0	00.0	10.5	Kansas City

Kansas City to Denison

Read Down	Read Up	Intermediate	Station
00.0	518.4	00.0	Kansas City
For Kansas Route, See Left-hand Top.			
For Missouri Route, See Right-hand Bottom.			
195.6	322.8	6.0	Joplin
204.6	313.8	9.0	Galena
208.6	309.8	4.0	Lowell
211.7	306.7	3.1	Baxter Springs
230.2	288.2	18.5	Miami
242.4	276.0	12.2	Welch
261.9	256.5	19.5	Vinita
272.2	246.2	10.3	Big Cabin
281.5	236.9	9.3	Adair
292.4	226.0	10.9	Pryor
303.0	215.4	10.6	Choteau
320.3	198.1	17.3	Wagoner
334.3	184.1	14.0	Muskogee
355.1	163.3	20.8	Okataha
364.1	154.3	9.0	Checotah
380.1	138.3	16.0	Eufaula
392.1	126.3	12.0	Canadian
396.2	122.2	14.1	Crowder
411.6	106.8	15.4	McAlester
420.2	98.2	8.6	Savara
428.8	89.6	8.6	Kiowa
449.7	68.7	20.9	Stringtown
457.7	60.7	8.0	Atoka
463.1	55.3	5.4	Peck
471.3	47.1	8.2	Caney
481.1	37.3	9.8	Caddo
494.0	24.4	12.9	Durant
499.8	18.6	5.8	Calera
509.4	9.0	9.6	Colbert
518.4	0.0	9.0	Denison



Denison to Shreveport

Read Down	Read Up	Intermediate	Station
00.0	280.9	00.0	Denison
11.4	269.5	11.4	Sherman
24.5	258.4	11.1	Bells
28.0	254.9	3.5	Savoy
34.1	248.8	6.1	Ector
40.1	242.2	6.0	Bonham
52.3	230.6	12.2	Gober
59.8	223.1	7.5	Wolf City
68.8	214.1	9.0	Whitrock
79.3	203.6	10.5	Greenville
86.8	194.1	10.9	Campbell (1 m. N.)
92.3	188.6	5.5	Cumby
100.3	180.6	8.0	Brearshear
109.0	171.9	8.7	Sulphur Springs
122.3	158.6	13.3	Weaver
128.3	152.6	6.0	Satillo
135.4	145.5	7.1	Mt. Vernon
144.4	136.5	9.0	Winfield
153.4	127.9	9.0	Mt. Pleasant
165.4	115.5	12.0	Pittsburg
184.8	96.1	19.4	Gilmer
200.0	80.9	15.2	Gladewater
213.0	67.9	13.0	Longview
236.7	44.2	23.7	Marshall
245.8	35.1	9.1	Scottsville
255.5	25.4	9.7	Jonesville
259.1	21.8	3.6	Waskom
280.9	00.0	21.8	Shreveport

Shreveport to New Orleans

Read Down	Read Up	Intermediate	Station
00.0	418.2	00.0	Shreveport
11.5	406.7	11.5	Keithville
15.1	403.1	3.6	Stonewall
29.6	388.6	14.5	Grand Cane
36.8	381.4	7.2	Mansfield
60.0	358.2	23.2	Pleasant Hill
73.7	344.5	13.7	Marthaville
81.5	336.7	7.8	Robeline
96.7	321.5	15.2	Natchitoches
120.5	297.7	23.8	Montgomery
137.0	281.2	16.5	Colfax
144.1	274.1	7.1	Darro
146.1	272.1	2.0	Bagdad
158.6	259.6	12.5	Tioga
163.9	254.3	5.3	Pineville
164.4	253.8	.5	Alexandria
179.1	239.1	14.7	Lamouri
182.3	235.9	3.2	Lecompte
184.5	233.7	2.2	Meeker
186.4	231.8	1.9	Lloyd
190.5	227.7	4.1	Cheneyville
195.5	222.7	5.0	Bennetville
200.8	217.4	5.3	Bunkie
216.5	201.7	15.7	Morrow
225.0	193.2	8.5	Rosa
233.1	185.1	8.1	Palmetto
252.8	165.4	19.7	Melville
266.0	152.2	13.2	Fordoché
276.4	141.8	10.4	Marringouin
282.7	135.5	6.3	Rosedale
298.9	119.3	16.2	Port Allen

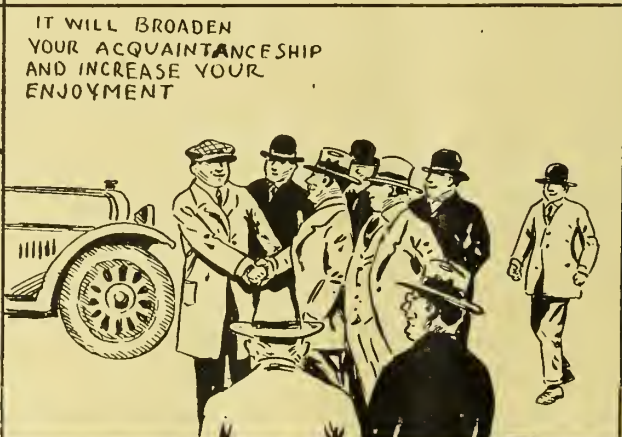
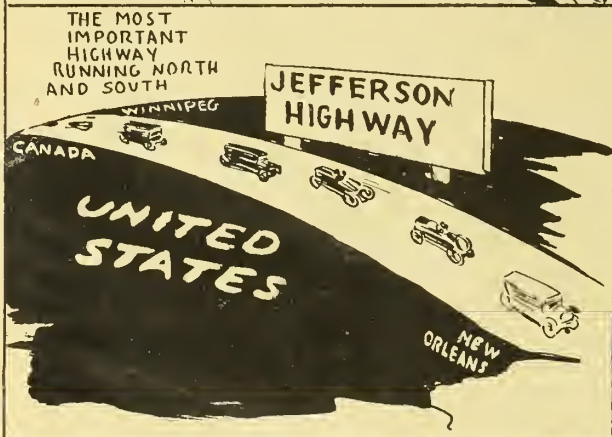
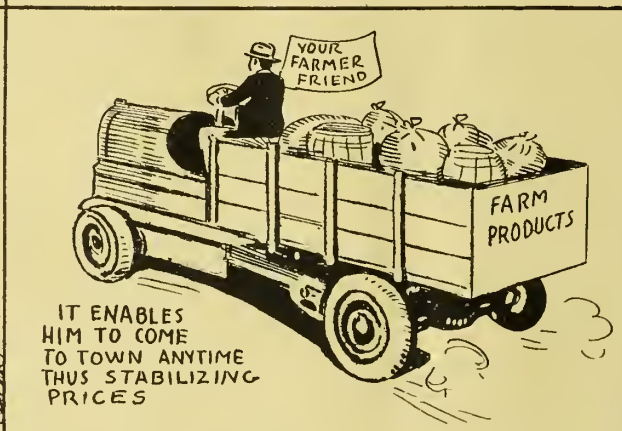
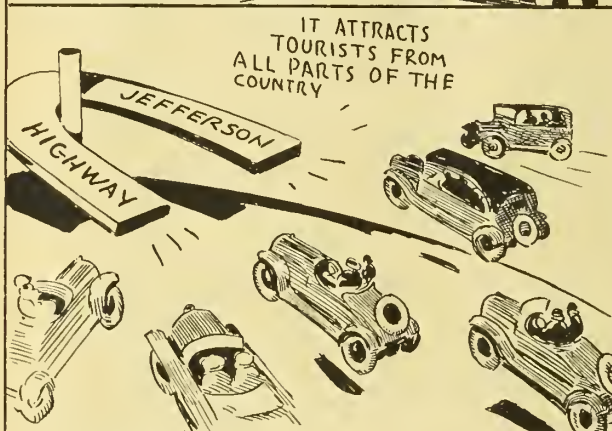
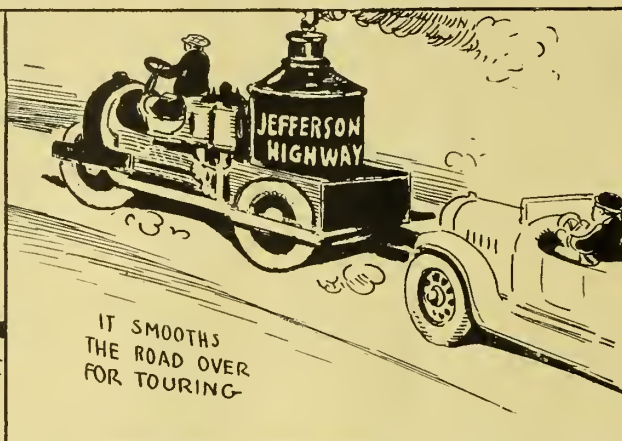
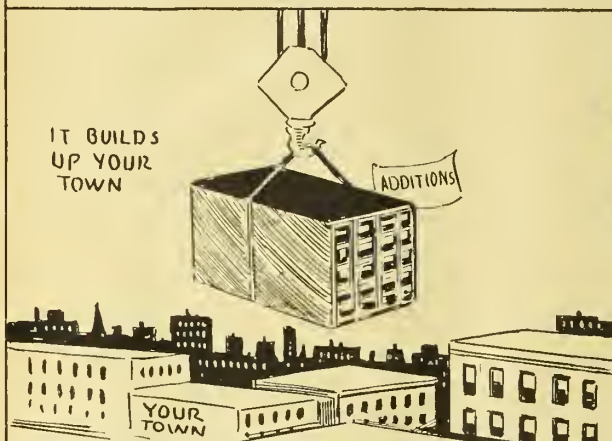
MISSISSIPPI RIVER

Read Down	Read Up	Intermediate	Station
297.7	118.5	.8	Baton Rouge
306.7	111.5	7.0	Country Club
315.6	102.6	8.9	Hope Villa
322.1	96.1	6.5	Dutchtown
324.8	93.4	2.7	Geismer
327.2	91.0	2.4	Belle Helene
342.7	75.5	15.5	Burnside
355.1	63.1	12.4	Convent
365.2	53.0	10.1	Lutcher
368.3	49.9	3.1	Mt. Airy
371.7	46.5	3.4	Garyville
375.1	43.1	3.4	Reserve
380.7	37.5	5.6	La Place
397.6	20.6	16.9	St. Rose
403.1	15.1	5.5	Kenner
407.8	10.4	4.7	Harrihan
418.2	00.0	10.4	New Orleans

Passes through 264 towns and cities.
Passes through 89 counties.
Passes through 7 states and 1 province

Intersects all the great International Highways extending east and west, the National Parks Highway at St. Paul, the Lincoln Highway at Nevada, Iowa, the Pikes Peak Highway at St. Joseph, Missouri, the Old Trails Highway at Kansas City, the Ozark Trails at Joplin, and the old Spanish Trail at Shreveport.

SEVEN REASONS WHY YOU SHOULD JOIN The JEFFERSON HIGHWAY ASSOCIATION



WANT \$100,000,000 WORTH?

Minnesota is Expected to Vote in 1920 to Build the Babcock System of Hard Roads, Paying for Them With the Income From Automobiles.

By Albert Anderson, Clearbrook, Minn.

— Build Roads Now — Build Roads Now — Build Roads Now —

WELL, Minnesota has done the act—declared herself for good roads forever.

Our legislature broke the ice when it incorporated into law the bill providing for the Babcock system of hard surfaced roads to the extent of almost 7,000 miles at a cost of \$25,000 per mile on the average, or a total of about \$100,000,000, to be raised by a license or tax on automobiles and trucks in the state.

Minnesota has already over 200,000 automobiles, not counting the trucks. Before this season is past there will very likely be more than 250,000 automobiles, and by 1921, when the state will be ready to commence construction, it is estimated that there will be not less than 300,000. There are strong possibilities for 50,000 more.

The tax on the automobiles will run all the way from \$1 to \$75 each. With 300,000 automobiles at an average tax of \$25 per car it will give a working fund of \$7,500,000 annually. Adding to this the Federal Aid of \$3,000,000, which may be raised to \$5,000,000, there will, under normal conditions, be available \$10,500,000 with which to construct these highways throughout the state. It will be noted that in these figures no attempt is made to estimate the income from trucks. Undoubtedly the revenue from this source will swell the figures to another cool million. Therefore, in ten years, it seems that Minnesota will have raised, at these conservative figures, the marvelous sum of \$115,000,000, or more than enough to complete this magnificent system as laid out under the Babcock idea.

The extra cost, or tax, per automobile, will more than pay for itself annually. A saving in gasoline, oil, wear and tear will occur which will be beyond the understanding of the average individual; and no mention need be made regarding the comfort, safety and pleasure of motoring over such highways.

In 1920 the proposition will come before the voters of the state in the form of a constitutional amendment. This worthy undertaking is receiving the almost unanimous support of the progressive element among all classes of people, and the farmers who own automobiles are becoming foremost and prominent boosters. There is no class of people in our state more entitled to good roads and the resulting benefits than are they.

This plan will give the State of Minnesota three separate and distinct highway units. The first will be the state system as outlined in the new law. Then we will have the county unit, under the direction of county commissioners. Last but by no means least, there will be the township unit, under the supervision of township supervisors. This tringular plan should give Minnesota as fine a system of highways as any state in the Union in ten years.

The present state aid will not be impaired with the adoption of the new Babcock road law, as the state will build this system with the tax from automobiles and trucks exclusively. Hence the commissioners will in the future have more money for the construction of lateral roads leading into the main system.

It is a pleasure to state that the Jefferson Highway from Bagley by Clearbrook, Gonvick, Gully, Trail, Oklee, Brooks, Terrebonne and on to Red Lake Falls has been incorporated in the Babcock system and will in due time be a hard surface highway. The timely and hard work put in by Clearbrook, Red Lake Falls and other towns along this route saved the day. A delegation met before the road committee in St. Paul and pleaded the cause, ably assisted by Representative Martin O. Sortedahl.

With one strong pull and a pull together to put over this amendment in 1920 a record vote will astound the most ardent booster.

— Build Roads Now —

EARLY BIRD FOUND---MUD ROADS

Bailey Family En Route From Oklahoma to Minnesota Swear By Jefferson Highway Guide Posts.

MUDDY ROADS, swollen streams and the uncertainties of spring weather were no bar to the intrepid Bailey family of Rochester, Minn., who started from Oklahoma City the third week in March over the Jefferson Highway. The publicity commissioner met the travelers at Winston, Mo., Wednesday, March 26. They had been a week on the trip. Their car was mud-covered and they were likewise.

"We have followed the Jefferson Highway most all the way," said Mrs. W. T. Bailey, while Mr. Bailey and their 12-year-old son were preparing for another battle through Missouri mud, following the noon repast in Winston. "Several times we tried short-cuts on different routes, but this was expensive. We have found the Jefferson Highway well marked all the way. I was about to recall one place where the marking was poor, but I remember now that it was on another highway."

Mr. Bailey was encountering all the unpleasantness of sticky, mud roads. The pulling had been so severe that he took off the rear part of his five-passenger car and left it along the way. After digging out of a mud-hole in the morning he arrived at Winston to find that he had lost both of his chains; but in the face of these difficulties he started along the well marked "J. H." toward Pattonsburg.

THE MODERN HIGHWAY

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Volume IV

APRIL, 1919

Number 3

ASHAMED TO LOOK PEOPLE IN THE FACE

THE above was the expression used by a man recently in refusing to serve on a soliciting committee for a needed public enterprise for his community.

It was based on the fact that he had been quite active during the war period in soliciting for bonds, Y. M. C. A. funds and other things rendered necessary by the trend of the times.

Numerous other people who have done likewise feel the same way about it. This is a radically wrong view to take of the subject. Either they were doing a laudable public service, and one for which they should be honored or they should be ashamed of having engaged in it, instead of being a shamed of engaging in another laudable enterprise.

Had they been engaged in saving a neighbor's property from destruction by fire they would not feel ashamed of doing it again and again if necessary. In soliciting for the various war uses of the last two years they were doing something more valuable for their neighbors than saving property from fire—they were saving liberty from destruction—something that should enable one to look his neighbor in the face with pride instead of humiliation.

In fact, the soliciting committee is the sign manual of our freedom. It is the evidence of the large stock of liberty we have left. When soliciting committees are no longer necessary in community affairs we will have passed into a state of statute laws which will have robbed us of much of our liberty of action. The man higher up will tell us what to do and we will have to do it, whether or not we want to do.

All honor to the solicitor in worthy public enterprises! Let him look his neighbor in the eye with pride and not be cast down in shame.



ROADS AS DIVIDEND PAYERS.

IF A farmer saves an hour a week by being enabled to use good roads as opposed to bad roads it would mean fifty-two hours a year. Estimating the use of man and team as being worth \$6.00 a day this means a saving of \$31.20 a year

Suppose his farm is assessed at \$10,000, and the additional tax levy due to the issue of road bonds by the county runs to \$1.00 per thousand, which would mean \$10.00 a year additional taxes as against a saving of \$31.20 on time alone. This means that he is investing \$10.00 and drawing dividends of \$31.20, an interest rate of 313 per cent.

The farmer doesn't need to stand for this. Collectively he is the political power in his community. What he wants he gets. His vote assures that.

Isn't the answer this, Farmer Friend: Impress on the law-making and bond-issuing authorities that you demand good roads; that it costs you money NOT to have them? Won't you get them? Most assuredly you will.

— Build Roads Now —

EDISON ON A NATIONAL ROAD SYSTEM

I think the federal government should emulate France and establish a national college where men would be specially taught road and bridge building only. It is my opinion that the government, utilizing these engineers, should build all the main arteries of wide and deep concrete and keep them in repair, leaving the feeding roads to be built by the states and counties. All these roads should be built with an idea of possible military use, which, of course, would include the operation of very heavy artillery trucks.

I have traveled over four thousand miles of French roads, main and lateral, built by the central government, and also kept in perfect repair, and I noted with pain and humiliation the horrible mess that is made by us in our road building, arising from dense ignorance and otherwise.

— Build Roads Now —

EGGLESTON PROMOTED

J. D. EGGLESTON, formerly secretary of the Highway Transport Committee of Iowa, has been made chairman of that committee. Mr. Eggleston has done effective work as secretary in establishing a net-work of Rural Motor Express lines throughout the State of Iowa. He was recommended for promotion by the State Council of Defense.

NEW ROAD OFFICIAL NAMED

Thomas H. McDonald of Iowa to Be in Charge of Federal Highway Work.

ANOTHER sterling road man is being taken from a Jefferson Highway state, with the appointment of Thomas H. MacDonald, chief engineer of the Iowa State Highway Commission, as engineer in immediate charge of the work under the Federal Aid roads act, which provides for co-operation between the states and Federal government in the construction and improvement of roads. Mr. MacDonald will assume his new duties as soon as he can close up his work in Iowa.

— Build Roads Now —

McNINCH REAPPOINTED

UPON Thursday, March, 13th, the two-year term of Hon. George E. McNinch, vice-chairman of the State Highway Board of Missouri, expired. The next day, Friday, March 14th, Governor Frederick D. Gardner announced his reappointment for a full four-year term. Mr. McNinch, who is a director of the Jefferson Highway, is one of two Republican members of the bi-partisan board of four commissioners. His reappointment by a Democratic governor is considered by his friends to be a deserved and fitting acknowledgment of his ability in a position of utmost importance.

— Build Roads Now —

C. A. Meyer, secretary St. Paul Automobile Club, writes:

"Would you please send us road maps of the Jefferson Highway, and other literature you may have, AS THEY ARE IN GREAT DEMAND?"

— Build Roads Now —

PLATTE COUNTY PLOWS MUD

(Continued from Page 5)

ried his ever increasing collection of checks in his pockets. It was quite a common occurrence for him to reach into one of them and produce a book filled with signed negotiable papers. After explaining at some length the particular value of this bunch he would reach down into another deep pocket and produce additional checks. Each check was worth many times its face value. The amount was of small moment. The fact that certain men had put their names and money behind the proposition was convincing evidence to others. At the last of a half dozen such surprises, for with each bunch it seemed that the end had been reached, the climax would be capped with the statement: "I've some more of them at home."

"We're going to get the Jefferson Highway. I know it. And this has been a great day in the history of Platte County," were the parting words as I stepped into the little car, which was impatiently waiting to battle through the incomparable mud for eight miles back to the railroad.



Never argue with this fellow; Get off the road!

A FRIEND IN DISGUISE

**Many Real Advances Seem to be Retrogrades at First. Take Another Look.
A New Light Shines for a Certain Jefferson Highway Tourist**

By Ethelbert M. Claypool

— Build Roads Now — Build Roads Now — Build Roads Now —

"BY crackety, Geraldine, did you see that? That blinkety-blankety, dodgasted truck nearly took a wheel off. A little more and we'd have lost a fender. Now, what?"

The rampage came to a sudden stop, as had the big twin six. In fact, Mr. I. M. Touring of New Orleans should have been thanking his lucky stars that his car had stopped. The other passengers, including his faithful helpmate, Geraldine, were holding their breaths. Another seventeen inches and the front wheel opposite the driver would have been over the edge of the embankment. Touring had not noticed this. His ejaculations had been cut short by the discovery that his engine was dead.

"Well, that was a mighty close call," put in Mr. I. Will Ride, who, with his wife, were making the trip over the Jefferson Highway to the lake region of Minnesota. He had unconsciously opened the door and was half in and half out.

"What makes you want to do those kind of stunts?" burst out the ruffled wife of the driver. "Don't you know you are going to kill us all some day, trying that sort of thing?"

"Well, how did I know that the hog was going to take all the road?" came back Touring. "What business has a great lumbering truck on the road, anyhow?"

The Louisianan climbed out to investigate. Indeed, it had been one of those close ones which mark the experience of every driver of a gasoline consumer. Whizzing along the well-dragged road at forty miles an hour he had dropped suddenly over the crown of a short, steep hill, at the foot which was a small concrete bridge. Bumping along with its tons of produce was a mammoth truck, approaching the bridge from beyond. The driver was mak-

ing a run for the incline. In an instant the two were face to face.

Mr. Touring, well aware of his importance to the world, supposed that the magnificence of his 1919 model would be convincing enough to force the rugged burden-bearer to one side. Too late he saw that the truck was not making room. Too late he jammed on foot and emergency brakes. A quick twist of the drive wheel had saved a horrid crash, but the pretty pleasure car was headed straight for a telephone post. Brakes screeched. The car stopped with a jerk, having carried its pleasure-seeking quartette into the soft earth in the ditch by the side of the road. When the outraged Mr. Touring had dismounted a trailing cloud of dust over the crest of the hill was the only sign to indicate that there was any other motor driven vehicle on the road.

IN the quiet moment that follows the visitation of a crisis, when each is imagining himself, or herself, strewn about among the wreckage, a cheery voice from somewhere shouted:

"Hello, there, Jefferson Highway Tourists. That was a mighty close call. Anybody hurt? Can I do anything for you?"

Four heads turned and four pairs of eyes sought the direction from which these words came drifting out of the air. And they beheld a stout, healthy, middle-aged man hurrying toward them across a field in which the soft, green shoots of young corn were gently waving in the summer breeze.

"How do you do?" replied Ride.

"Hello," groused Touring.

The women were silent. Undaunted by the coolness of Ride, and unaware of Touring's grouch, Mr. Prosperous Farmer breezed out the fact that from his tractor seat, as he guided a

4-row corn plow he had caught the incident—out of the tail of his eye, if you like. Arriving at the fence he placed one hand on a post, and joined in a survey of the situation.

"By the Gods," exploded Touring, "is that the way you treat guests from Louisiana up in this country? Why, the fellow in that truck didn't even offer to give me an inch of the road. He's the worst kind of a road hog. I think there ought to be a law forbidding the use of trucks on main traveled roads and highways. They're a nuisance. They not only hog the road, but they cut deep ruts and generally cause trouble and expense. I'd like to meet that fellow for about one minute. I'd tell him a few things about road etiquette. I'll bet that he'd either get off the road or get pushed off. Just look at this. Why, we might have all been killed."

The fury that comes after the first fright is gone was guiding the tongue of Touring. Little did he know that he was touching a particular hobby of Mr. Farmer, who was an ardent booster for motor trucks, and the progressive methods of which they are a part.

"My friend," he interrupted, "I don't often exchange words with strangers, but you are entirely in the wrong. That, and other trucks used to transport produce, are the best friends you have."

"What do you mean?" rasped Touring.

"Well, if you'll be patient I'll tell you what I mean, and I believe you will agree with me when I'm done, too."

"Well, go on, we don't want to stay here all day," urged the man from the South.

"The other day I was reading a magazine, and I came across a statement that according to a congressional investigation the people of this country pay more than \$500,000,000 a year in excessive costs for transportation of food products from the farmers to the markets because we do not have proper highway transport. You are paying your share of that half billion dollars.

"TO say that we are paying half a billion dollars in excessive costs for the transportation of food products in the United States is well within the mark.

"Hereafter when you see a big motor truck pounding over a country road, loaded with food products, take a second look at it, and greet it with a smile. It is a mighty good friend of yours—working at a job for your benefit.

"If it is so big and clumsy and the road is so narrow that it has to crowd you out of your fair proportion of passing room, keep right on smiling and get out of the way just like you would get out of the way for the fire truck if your house was burning, for the high cost of living is just as great a menace as the incipient fire which gives the fire truck right-of-way.

"A motor truck which seems to be hogging the road is your very good friend. It is working at the job of trying to save your proportion of that half billion dollars of excessive and unnecessary cost of living. Give it the right-of-way, just as you would a relief party on its way to supply food to a starving people, for that is really what it is doing. Adequate truck service will save that half billion dollars, and half a billion dollars' worth of food will keep a lot of people from want.

"And if when you are past, having given more than your share of the road, maybe been pushed so far off as to cause you some trouble to get back, you find the road badly damaged by the passing of the truck—possibly damaged several times as much as the saving in transportation of that particular load of stuff—keep right on smiling. That truck is a better friend of yours than if it had not damaged the road. Take another look as it goes plowing down the road. You will see that it is acting in a dual capacity, for while it is performing its ostensible task poorly, it is functioning in another way to a very high degree. It is crying out in a loud voice for a better road—a more effective cry than you have been able to voice, and one that is going to be heeded as yours has not been heeded.



This truck makes possible the "corn beef and—" on the menu at the next control.

"Don't be in a hurry! Look, listen, think, and you will perceive that the big transportation plant is a good road missionary—a fore-runner—a John the Baptist, crying out in the wilderness of mud, 'Make ye the way—the highway, that the lives of people may be saved; that the menace of strikes and labor troubles may disappear from the affairs of men.'

"One more word, and you may go. Straddle the rut on the way to your destination, and when you get there don't organize a club to bar this great missionary and forerunner of 365-day roads from the highway. Better occupy your time organizing a little club to preach the gospel of capitalizing the license fees that will build a 365-day road now, without costing the public one dollar more than it will cost to do without them. The process is simple, so simple that it seems ridiculous that it has not been visualized and adopted long ago.

"It is just as simple and just as practical as that of transferring water from a leaky bucket which was wasting 25 per cent of it before reaching the destination to a good bucket that will deliver all of it.

"It is the process of routing your share of transportation cost another way to the same destination. The idea, in its simplicity, requires little—less thought, less labor and even less intelligence. If the process were taught

in our public schools it could be disposed of in the seventh grade and 75 per cent of the pupils could pass a successful examination on it.

"I hope that you will take this thought with you as you go over the country," he concluded. "I am glad that I had this opportunity to talk with you."

"Well, well," returned Touring; "you have put the proposition in another light. My respect for the clumsy truck has increased much. It rather forced me to respect it, but you have shown me that I should. Although I had no intention of paying you this visit this morning, I am sure that all of us are mighty glad that we stopped, aren't we, folks? By the way, my name is Touring—I. M. Touring of New Orleans. This is Mr. Ride, Mr. Farmer, and may I present Mrs. Touring and Mrs. Ride? We are mighty glad to have met you, and as Jefferson Highway neighbors we cordially invite you to pay us a visit when you come to the southern terminus of the Pine and Palm."

"Say, its just about dinner time," said Farmer, "and I suspect that the missus has a little fried chicken in the pan. I'll get my truck, pull you out of that hole, and we'll go up to the house."

This was additional and more convincing evidence to Touring that the truck had been a friend in disguise.

— Build Roads Now — Build Roads Now — Build Roads Now —



The Standard Method OF Resurfacing Macadam and Gravel Roads

- No. 1. *Illustrates the road with the pouring stone spread and rolled ready for STANOLIND PAVING ASPHALT.*
- No. 2. *Illustrates the special pressure tank wagon applying the first coat of STANOLIND PAVING ASPHALT at 300° F., 45 lbs. pressure—1½ gallons per square yard.*
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for resurfacing macadam and gravel roads and for building new roads by the penetration method. Due to its exceptionally high cementing and bonding qualities it is durable and economical.

Write for our free booklet, "STANOLIND PAVING ASPHALT." It gives reliable information and complete data on Asphalt-Macadam and other types of asphalt roads.

STANDARD OIL COMPANY

(Indiana)

910 So. Michigan Ave., Chicago.

We also manufacture road oil for dust laying purposes.

EVERY VOTER WANTED 365-DAY ROADS

(Continued from Page 9)

Parish. Mr. Parker was at a loss to know how to proceed to get Highway matters straightened out. The writer distinctly remembers that he very reluctantly agreed to go into the Parish that Saturday, on your suggestion, and talk the situation over with the leading business men. He did so, however, and the result was a conference the next day between Jefferson Parish citizens, Mr. Buie of the Highway Department; Mr. Merkel and Mr. Parker, the Good Roads Bureau of the New Orleans Association of Commerce and several city officials.

"When it developed at this meeting that something must be done, you remember those present from the Parish requested a similar meeting the next day, at which they could have present the Parish police jurors. The request was granted and the second meeting, which was attended by Governor Pleasant, must have overcome what had previously been considered huge difficulties, because all of the routine work necessary to voting a tax has been done and a tax was voted to issue additional bonds on 13th, the remarkable part is there was not a single vote against it. This matter is remarkable only when it is remembered that it happened in Jefferson Parish, La., and went through to a most desirable conclusion in so short a time.

"We think you will remember Will Meredith's remark that he had never seen anything like the way in which we gathered in all of the interested parties and made them scrap it out.

"This is the first positive and important accomplishment of the New Louisiana-Jefferson Highway Association and the credit is yours."

Mr. Nibert is too modest. Although he claims no credit for this result, everyone else acquainted with the situation credits Mr. Nibert with much efficient work in bringing about the phenomenal result.

Winn Parish hung up a record in support of the Jefferson Highway Association, by going 590 per cent over the top, that will be difficult to surpass, but Jefferson Parish has hung up a record in bond voting for building the Jefferson Highway, that can never be surpassed. Unanimous seems to be the superlative degree in that direction.

Within three months the bonds will have been advertised, and sold, and construction work commenced, on eighteen miles of highway covered by the \$200,000 allowed. It will take from four to five months to complete the construction of these roads, which will chime in with the road construction program of the State Highway Commissioner, who promises to complete the Jefferson Highway in Louisiana between New Orleans and the Texas line at Shreveport, during the year 1919.

"To prove the progressiveness of the voters in the Parish," notes Mr. Merkel, in reference

to this project, "the women property owners of the Parish, themselves, came to the poles and cast their votes in person."

— Build Roads Now —

SOLVING THE PAVING PROBLEM

WHEN the business men of Platte City voted to lay a concrete pavement on the principal streets of the little metropolis they little thought that the cost would far exceed, in many cases, the value of the property abutting. When it was figured that the hard surface was to cost \$15 a front foot the barber and the blacksmith, who owned wide frontage, saw their property slipping from their hands. However, they did not remonstrate. If it was for the good of Platte City, and since the Jefferson Highway now passes over the principal section of it, they were willing to make the sacrifice. However, they will not lose their holdings, for the other business men are going to save them by laying a bituminous surface and thus reducing the cost.

DIRECTORY Garages and Hotels

YOUR HOTEL

Should be chosen with thought of its safety, comfort and character. These are always evidenced at the beautiful Saint Paul. It is fire-proof; every room has private bath; and the management aims at the high ideals that prevade your private home.

Rooms from \$2 single and \$3 double

Excellent restaurants serve the choicest food of the world



THE SAINT PAUL
In Saint Paul

NEVADA HOTEL NEVADA, IOWA

A Modern Hotel with Sleeping Porches Screened In. Surrounded by Large Grounds. Situated on Jefferson Highway. American Plan Rates, \$2.25 per day. Excellent Garage Accommodations.

JOHN F. BEEBE, Proprietor.

Mr. C. M. Weeks of Garyville, Louisiana, states:

"It is with great pleasure that I advise you that St. Charles Parish has ordered an election for the road district on the east side of the river to vote on a bond issue of \$40,000 to complete the Jefferson Highway in St. Charles Parish."

— Build Roads Now —

Herbert F. McDougal, secretary of the Cedar Falls (Iowa), Commercial Club, rises to remark:

"Have just been looking over the farm advertisements in the K. C. Star for highway material and noticed that a big plantation in Point Coupee Parish is advertised as being 'on the Jefferson Highway.' I'm making a point of that and similar advertisements when I speak."

— Build Roads Now —

Mr. A. H. Shafer of Pittsburg, Kans., writes:

"We are making wonderful progress in the campaign for hard surfaced roads on the Jefferson Highway in Kansas. We have successfully circulated and filed with the county commissioners a petition for a Monolithic brick pavement across Crawford County on the Commercial Highway.

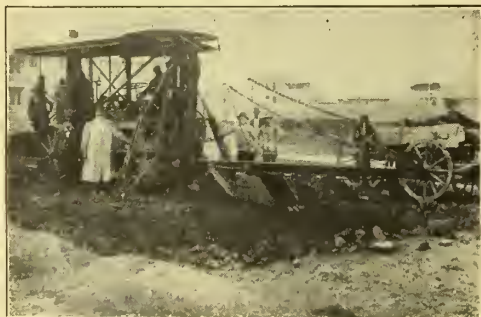
"Bourbon County has completed its petition for a rock road entirely across Bourbon County. In Lynn County the men are circulating a petition for a rock road.

"Our visit to Paola has resulted in the reviving of Miami County Good Roads Association with such men as Mr. Ahrens and Mr. Peiker and other influential business men of Paola pledged to see that Miami County gets hard-surfaced roads at once.

"Work has started on the \$18,000 concrete bridge adjoining Pittsburg on the south."

KEYSTONE 10-TON TRACTION SHOVEL

For Road Grading, Ditching, Back-filling, Etc.



Is light enough to cross culverts and small bridges safely; self-moving over steep and hilly roads; easily operated and low priced. Descriptive Bulletin on request. Handles three kinds scoops; Dipper for side hill excavation; Ditcher, for trenches, and Skimmer, here illustrated, for road grading. Economically lifts 6-inch cut, leaving finished surface, any desired slope within half circle 32 feet in diameter. Capacity 300 to 400 cubic yards per day.

KEYSTONE DRILLER COMPANY
Beaver Falls, Pa. Joplin, Mo. Monadnock Bk., Chicago

TRAIL STATE BANK

Trail, Polk County, Minnesota

On the Jefferson Highway

6% PAID ON TIME DEPOSITS

RESOURCES OVER \$140,000.00

Hotel Muehlebach

BALTIMORE AVENUE AND TWELFTH STREET
Kansas City, Mo.



500

New Fireproof Rooms
Rate from \$2.00

The house of
Utility-Service-Elegance

Operated By
Whitmore Hotel Co.
Under the Personal Direction of
S.J. Whitmore and Joseph Reichl

Public Garage

PHONE 35.

BUTLER, MO.

Opposite Fraternal Inn.

Ford Sales and Service Station

Ladies' Waiting Room in Connection.

BOYD-RICE AUTO COMPANY

CARTERVILLE, MO.

Best Material and Workmanship.

Texaco Gasoline Filling Station.

Jefferson Highway Garage

General Repairing and Storage

Phone No. 1

BAXTER SPRINGS, KAS.

Eckelkamp Bros. Hardware Co.

Goodyear Tires and Tubes

Good Gasoline and Oil

Buick Agency

EUFAULA, OKLA.

THE MERIT MEDALS ARE READY

(Continued from Page 8)

ings of the association, having their expenses paid.

In October, 1917, an invitation to furnish these Medals of Merit was published in The Jefferson Highway Declaration. In concluding the question was put, "What Person, Firm, Company, Chamber of Commerce, Commercial Club or Other Civic Body Will Undertake to Supply a Fund for This Service?" A copy of the letter received from the Russell Grader Manufacturing Company appears on page 8. The medals will be known by the name of the "Ellertson Jefferson Highway Maintenance Medals." Mr. E. E. Ellertson is president of the Russell Grader Company.

The designs were offered for the approval of Jefferson Highway Neighbors in the April number of The Declaration last year. The medal, selected by popular majority vote, is shown above.

At that time an opportunity was offered for someone to submit a fund of \$500 for subscriptions to send The Declaration, now The Modern Highway, to be sent to the Maintenance Men. The war prevented the carrying out of the whole program, but now we are ready to go ahead with it.

The medals must be won three times before they become the permanent property of the winner.

Now, Maintenance Men—On the mark. Get set. GO!

— Build Roads Now —

OVER PLATTE PURCHASE ROUTE

TOURISTS who are interested in things historical will revel in the atmosphere of those events surrounding the Platte Purchase when they traverse the Jefferson Highway between St. Joseph and Kansas City, as it is now designated. A section of the trail south of Platte City runs over the Platte Purchase Route, so named because of its location. One can almost see the phantom and the ghost of pioneer days scurrying to a place of hiding as the modern vehicle of travel swoops from hillcrest to hillcrest.

Pavers,
Grouters,
Hoists,
Pumps,



Building
Mixers,
Backfillers,
Elevators

Contractors' Equipment BUILT OF STEEL WITH HYATT ROLLER BEARINGS

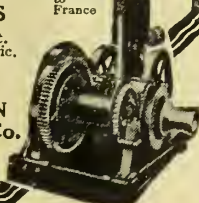
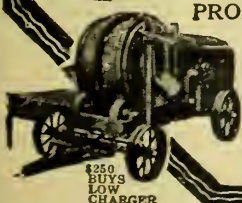
ASK ABOUT
OUR
HIGH DRUM
TWO BAG
PAVER

Astonishingly Low Prices
—Cash or Terms—
PROMPT DELIVERIES

All sizes from 5 ft. to 22 ft.
cap. Gas, Steam or Electric.
Complete stock carried in
or near your city.

THE AMERICAN
Cement Machine Co.
Inc.
Keokuk, Iowa

OVER 100 SOLD
IN ONE ORDER
Shipped
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\$250
BUYS
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One Block of Main Street

Phone 30

We're Kind to Tourists

LEWIS-BRIGGS MOTOR CO.

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ATOKA AUTO AND SUPPLY CO.

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Storage, Accessories and Repairing
Prompt Road Service

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Storage, Supplies, Accessories. Best Equipment
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Thompson Motor Company

2nd and Evergreen Street
DURANT, OKLAHOMA

Automobiles, Supplies, Accessories
Storage, Expert Repairing

"Prompt and Courteous Attention"

PEARCE AUTO COMPANY

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Distributors of

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Automobiles, Supplies, Storage

Old Phone 60

New Phone 153

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In the Heart of the Business District

EUROPEAN PLAN, PRIVATE DINING ROOMS

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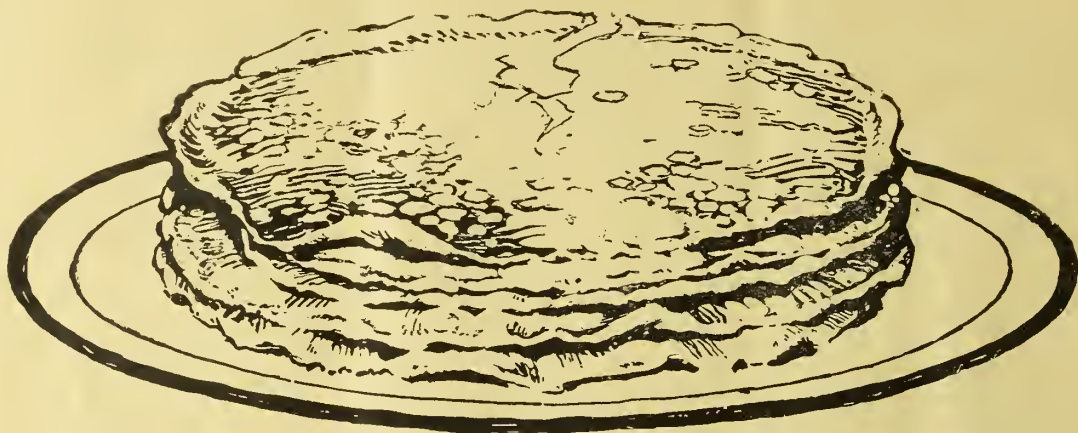
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150 With Bath

The Shreveport Hotel Co.

C. H. JENNINGS, Mgr.

SHREVEPORT, LOUISIANA



Aunt Jemima Pancakes

—a jim-dandy breakfast!

One tantalizing whiff of the fragrance of the golden brown cakes and you'll develop the appetite of a backwoodsman. Buttered and smothered in maple sirup, m-m-m!

Everything is ready mixed in Aunt Jemima Pancake Flour. Even the sweet milk has been added and it's so rich it needs no eggs. Just add water—for perfect pancakes.

The ideal food for outdoor life

Aunt Jemima is just the thing for automobile and camping trips. The red package is compact and moisture proof. Muffins, waffles and breadsticks can be made from the same flour. For a change try Aunt Jemima Buckwheat Flour in the yellow package—it makes the best buckwheat cakes! Aunt Jemima Mills Company, St. Joseph, Missouri.



Reg. U. S. Pat. Off.

"I'se in town, Honey!"

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MAY 20 1919

The Modern Highway

Published Monthly by

\$1.00 Three Years

JEFFERSON HIGHWAY ASSOCIATION

MAY, 1919



International headquarters of the Jefferson Highway Association at St. Joseph and the shuttle between it and 264 communities. The official car, which will pilot the Sociability Run, is a traveling office when the general manager is on the road. The boxes on the running board contain office files and necessities to publish the Modern Highway.

Russell

Earth Handling Machines

are handling more dirt and keeping more roads in order than ever before; 1919 is our banner year, so far.



9 SIZES and STYLES of ROAD MACHINES
From 500 lbs. to 7300 lbs.—5 ft. to 12 ft. Blades

Two sizes Elevating Graders, Scarifiers (4 sizes)

The Russell Hi-Way Patrol (2 horse, one man,
weight 1050 lbs.)

The Russell Road Finisher (fits road contour,
weight 2400 lbs.)

Steel Beam Bridges—Corrugated Iron Culverts

Road Drags, Scrapers, Road Plows, Etc., Etc.
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RUSSELL GRADER MFG. CO.

MINNEAPOLIS, MINN.

Representatives in Principal Cities of U. S. and Canada

The Modern Highway

Volume IV.



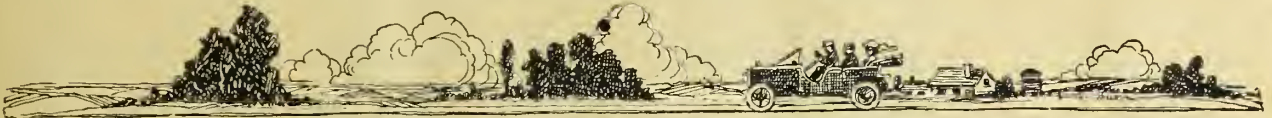
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MAY, 1919

Published Monthly by Jefferson Highway Association, St. Joseph, Mo.

"Entered as second-class matter, January 16, 1918, at the postoffice at St. Joseph, Mo., under the Act of March 3, 1879."



THE SOCIABILITY RUN IN JULY

Governor Pleasant of Louisiana, Mayor Behrman of New Orleans, Highway Commissioner Buie of Louisiana, Mayor Ford of Shreveport and Other Distinguished Louisianans Will Head Party to Return 1917 Visit of the Canadians. Will Carry Official Greetings.

— Build Roads Now — Build Roads Now — Build Roads Now —

COPY OF COMMISSION COUNCIL PROCEEDINGS OF CITY OF NEW ORLEANS, JANUARY 23, 1919.

WHEREAS, The City of Winnipeg and the Province of Manitoba, Canada, honored the State of Louisiana and the City of New Orleans with an official visit over and on behalf of the Jefferson Highway in the summer of 1917, and

WHEREAS, The State of Louisiana and the City of New Orleans regard the Jefferson Highway as an enterprise of vast importance and its early completion very desirable.

Be It Resolved, That the Mayor of this City, Honorable Martin Behrman, is hereby authorized to return the visit of the Canadians over and on behalf of the Jefferson Highway, co-ordinating his trip with that of Governor Pleasant and carrying the greetings of the Crescent City to our sister City of Winnipeg and to the Province of Manitoba, and to all municipalities and states en route on the Jefferson Highway.

TO the many records of achievement made by the Jefferson Highway since its organization in 1915 will soon be added another, outstripping all others in its class. What promises to be the greatest event of its kind in the history of highway promotion is the Sociability Run over the Jefferson Highway from New Orleans to Winnipeg this summer. As the details of the plan work themselves into concrete fact it becomes more and more evident that when the first car leaves New Orleans at 9:30 o'clock the morning of July 1 that the "Run of all Runs" will have been started.

Governor R. G. Pleasant of Louisiana, Honorable Duncan Buie, highway commissioner; Mayor Martin Behrman of New Orleans, and Mayor McW. Ford of Shreveport will form the nucleus of an official party, which will also

contain other well-known people of the state, including Senator T. L. Dowling of Gloster, president of the Louisiana Division of the Jefferson, and R. D. Nibert of Bunkie, secretary of the Louisiana Division. Many ladies will make the trip, including Mrs. Pleasant, Mrs. Buie and Mrs. Ford.

In recognition of the distinguished personnel of the party, governors of the states and mayors of the cities along the Jefferson Highway are planning to extend special courtesies to the visitors. Two governors immediately upon hearing of the proposed run requested the privilege of meeting the visitors upon their entrance into their states, so that fitting entertainment may be given them and they be officially escorted through the commonwealths.

In May, 1917, Honorable T. C. Norris, premier of Manitoba, and Mayor F. H. Davidson of Winnipeg made a sociability run over the "Vacation Route of America," meeting and mingling with the people of the 264 towns, communities and cities, ninety counties and seven states along the route. They carried official greetings from Winnipeg and Manitoba to the Jefferson Highway Neighbors and to New Orleans and Louisiana. The people of Louisiana had planned to make a return trip at once, but just then the United States was plunged into war and the trip was necessarily abandoned. The delay, however, seems to be a boon.

The run will commence the morning of July 1 and will continue until Winnipeg is reached, the evening of July 20.

The city commission of New Orleans, in a resolution, has sanctioned the trip of Mayor Behrman. The officials from the state will also carry to each community and to the city of Winnipeg, official greetings and felicitation. Mayor Ford will make the run by official request of the Shreveport city council. The little city of Bunkie, La., will have a special car in the run, having been awarded the position of special escort to the governor, because of the distinction won by that city in the organization work of the state.

THE purpose of the run is to bring about a closer personal acquaintance and enhance the growing feeling of good-fellowship between the various localities that are engaged in promoting the Jefferson Highway. In accordance with this purpose a running schedule has

been so arranged that a stop, either of long or short duration, will be made in each of the community centers on the Highway. These stops will be from three to ten minutes each, except at noon and night controls, where they will be longer. A speaking program will be in order at stops where it is desired.

In order to provide the program, a system has been evolved whereby the cars will be run at ten minute intervals, stops being made on schedule, just as a train travels. With the cars running at intervals it will be possible for each place to have a program of from twenty to sixty minutes. Speakers will travel in the first four cars, which will leave ten minutes apart. All other cars will follow these. The party in the first car will open the program; the second car, arriving ten minutes later, will bring a party who will relieve the first, continuing the program until the third car arrives in ten minutes. Each car load of visitors proceeds on its way as soon as relieved by the next speakers in the car following. Often there will be a program going on at several different places at the same time, where communities are closely situated.

It should be noted that this is not a speed contest, or the run could be made in ten days.

As it is for sociability it will take twenty days to go nearly 2,400 miles. The average running distance will be 115 miles a day. The longest day's run will be the last day, between Thief River Falls and Winnipeg. The shortest day's run will be ten miles, between St. Paul and Minneapolis. The schedule has been so arranged that time will be given to visit points of special interest.



State of Louisiana, Executive Department, Baton Rouge.
March 13, 1919.

Hon. J. D. Clarkson, General Manager Jefferson Highway Association, St. Joseph, Mo.

Dear Mr. Clarkson: I desire to confirm my verbal acceptance of the invitation extending the facilities of the Jefferson Highway and its splendid organization to make a trip over the Highway to Winnipeg, starting July 1, for the purpose of returning the official visit made to Louisiana in 1917 by the Honorable T. C. Norris, premier of Manitoba, Canada, and Mayor F. H. Davidson of Winnipeg, and to carry the greetings of Louisiana to the other states and municipalities which are co-operating in the promotion of this great highway enterprise.

Mrs. Pleasant also accepts your invitation to be of the party. The Honorable Duncan Buis, state highway engineer, and his wife will join the party also.

With the best wishes and personal regards, I am,

Yours sincerely,

R. G. PLEASANT,
Governor.

The idea of maintaining a set schedule is original to the Jefferson Highway Association, although this is not the first time that it has been used. The two previous runs, one of which was upon the occasion of the visit of the Canadians, were operated in the same manner. One great advantage to this plan is that each community, town or city along the itinerary knows the exact day, hour and minute that the run will arrive.

Many cars are expected to make the entire trip. People along the way who have been expecting to spend their vacation touring will also use this occasion, it is said, although the run is especially to promote the Jefferson Highway and give additional impetus to the movement to hard-surface the entire Highway by 1921. Large numbers will accompany the official party for intermediate distances as the run proceeds.

The Honorable Thomas H. Johnson, president of the Jefferson Highway Association, and attorney general of Manitoba, will meet the run at International Headquarters in St. Joseph, Mo. The schedule

shows that the run will arrive here the evening of July 10th. Announcement has been made and assurance given that the citizens of Winnipeg will form a "welcome" delegation that will meet the party at the Twin Cities to escort them the remainder of the journey. Special plans for celebrations are being made in nearly every community along the Jefferson Highway.

The Sociability Run will arrive in Winnipeg in time for the annual summer meeting of the International Directors.

One of the pleasing reports that come to headquarters each day is the progress of work on the road in every state through which the

run will pass. Kansas communities are boasting that Kansas is the second state to provide that the Jefferson Highway shall be hard surfaced as soon as work can be accomplished. Louisiana has already promised a 365-day road

by the end of this year. Minnesota and Missouri are following rapidly, while Texas seems to be about ready to talk a 100 per cent 365-day road for Jefferson on touring parties.

Together with the impetus being given by the announcement that the Ellertson Maintenance Medals of Merit are an actual reality, and will be awarded for the best sections along the Highway in every one of the ninety counties, and the general enthusiasm for road building that is sweeping the country, it is very apparent that the official party will be given a detailed view of construction and improvement along the "Pine to Palm," in addition to a wonderful perspective of the situation as a whole.

Volumes would be necessary to fittingly expand the beauties and wonders to be seen upon a tour over the "Vacation Route of America." A

study of the map showing the line of the Jefferson discloses the greatest variety of industry, mining, agriculture, civic and community life imaginable. Passing through the richest section of the world's bread basket, touching the truly middle western cities of note, touching points that have historical significance to every American, is held out an unequaled opportunity for the most enjoyable vacation possibility as well as the greatest promotion project of its kind.



MAYORALTY OF NEW ORLEANS.

Martin Behrman, Mayor.

March 18, 1919.

Mr. J. D. Clarkson, General Manager Jefferson Highway Association, St. Joseph, Mo.

Dear Sir: With reference to the automobile tour from New Orleans to Winnipeg over the Jefferson Highway I beg to advise you that I will be accompanied by the following: G. W. Bauerlein, E. O. Brodtmann, a representative of the New Orleans States and the New Orleans Item.

Very truly yours,

MARTIN BEHRMAN,
Mayor.

SEE THE TRAIL MARK ON THE POST?

The City Council of Shreveport Requested and Authorized the Chief Executive to Follow the Marker that Leads to Winnipeg, Coordinating his Journey with that of Governor Pleasant

— Build Roads Now — Build Roads Now — Build Roads Now —

"Hello, my friend, can you direct us
How to get to Kent?

I know we took this road before,
And it seems to me we went
A mile or so beyond the school,
And then, I just forget;
We want to take the shortest road,
I ought to know it yet."

"Why yes, you're headed straight for Kent,
But then you're off the route;
You should have turned off two miles back,
That's where the oil gives out.
This road goes by old Skinner's mill
And past the Plainfield School.
But then you can get through this way—
I take it, as a rule.

"A better way though, I should think,
Would be to turn right here,
And go a mile or so straight east;
They graveled that last year.
And when you strike the cemetery,
Just bear off to your right
Until you reach the Meetin' House,
Or else I guess you might

SHREVEPORT CITY COUNCIL

April 8, 1919.

A RESOLUTION.

By Mr. Lilley:

Be It Resolved by the City Council of the City of Shreveport, in regular session convened, that

WHEREAS, The City of Winnipeg and the Province of Manitoba, Canada, honored the State of Louisiana and the City of Shreveport with an official visit over and behalf of the Jefferson Highway in the summer of 1917, and

WHEREAS, The Commission Council of the City of Shreveport regards the Jefferson Highway as an enterprise of vast importance and its early completion very desirable; therefore,

Be It Resolved, That the mayor of this city, the Honorable John McW. Ford, is hereby requested and authorized to return the visit of the Canadians over and on behalf of the Jefferson Highway, co-ordinating his trip with that of Governor Pleasant and carrying with him the City of Shreveport's most cordial greetings to our sister City of Winnipeg and to the Province of Manitoba and to all the municipalities and states on the Jefferson Highway.

EXECUTIVE DEPARTMENT.

City of Shreveport, Louisiana.
J. McW. Ford, Mayor.

L. S. Wharton, Secretary.
April 10, 1919.

Mr. J. D. Clarkson, General Manager, Jefferson Highway Association, St. Joseph, Mo.

My Dear Mr. Clarkson: I am enclosing herewith resolution passed by Commission Council on Tuesday, April 8th.

I am further glad to inform you that the Commission Council, realizing the great importance of the Jefferson Highway, went on record further to the extent of insisting that I let nothing interfere with my plans to take this trip.

With personal regards, I am,

Truly yours,
J. McW. FORD,
Mayor.

"Just take the Winding Valley Road
For forty rods or more;
And then take the left hand turn
Before you get to Slagle's store."
By this time up comes another man,
Who really knows the way,
And says, "Dont take that road,
It will take you most all day.

"You want to go to Kent, you say,
Then you keep right straight west,
Until you strike the railroad track—
You'll find that road the best.
It might be dusty there part way,
But then you miss the crick.
If I was going out to Kent,
That road would be my pick."

By this time a few more came up
To help direct the way.
And then we sat and listened
Until each fellow had his say;
And every blessed one of them
Was long on good advice.
One fellow swore he knew the road—
He'd been along it twice.

And one old geezer took a stick
And marked the whole thing out,
Right there, by Jingo, in the dirt,
It took an hour about.
And there we sat and fumed and fussed
And just before we start,
Up comes a kid, 'bout ten years old,
A country lad, but smart,
And blurts right out,
"What road you want?
To Kent? Why yet, I know where;
See the Trail Mark on the post?
Follow that, it goes straight there."

RUNNING SCHEDULE

**“Get Acquainted” Itinerary for Twenty Days Provides for Stops at Points of Interest Along 2400 Miles of Jefferson Highway.
The Schedule Will be Maintained**

— Build Roads Now — Build Roads Now — Build Roads Now —

**RUN STARTS FROM ST. CHARLES HOTEL, NEW ORLEANS, LA., TUESDAY, JULY 1, 1919,
at 9:30 A. M.**

LOUISIANA—

City or Town	County or Parish	First Car Leaves	Second Car Leaves	Third Car Leaves	Other Cars Leave	Miles
New Orleans	Orleans	9:30	9:40	9:50	10:00	0.0
Harrihan	Jefferson	10:15	10:25	10:35	10:45	10.4
Kenner	Jefferson	10:30	10:40	10:50	11:00	4.7
St. Rose	St. Charles	10:50	11:00	11:10	11:20	5.5
LaPlace	St. John	11:40	11:50	12:00	12:10	16.9
Reserve	St. John	11:58	12:08	12:18	12:28	5.6
Garyville	Arrive	12:10	12:20	12:30	12:40	3.4

LUNCH here. Occupants of each car will please lunch on arrival, not waiting for other cars to come up, so they can proceed in relays as provided in schedule.

Garyville	St. John	1:10	1:20	1:30	1:40	0.0
Mt. Airy	St. John	1:22	1:32	1:42	1:52	3.4
Lutcher	St. James	1:37	1:47	1:57	2:07	3.1
Convent	St. James	2:20	2:30	2:40	2:50	10.1
Burnside	Ascension	3:00	3:10	3:20	3:30	12.4
Belle Helene	Ascension	3:50	4:00	4:10	4:20	15.5
Geismer	Ascension	4:10	4:20	4:30	4:40	2.4
Dutchtown	Ascension	4:19	4:29	4:39	4:49	2.7

HOPE VILLA—Will arrive at 4:39 and stop thirty minutes for ceremonies in celebration of the completion of the Highway in Ascension Parish and of the installing of the new steel Jefferson Highway Drawbridge over Bayou Manchac, which replaces an old rope ferry.

Hope Villa	Ascension	5:09	5:19	5:29	5:39	6.5
Baton Rouge	Arrive	5:57	6:07	6:17	6:27	15.9

NIGHT CONTROL—Inspect and supply cars at night. No time next morning.

BATON ROUGE, STATE CAPITAL, WEDNESDAY, JULY 2, LEAVE AT 8 A. M.

MISSISSIPPI RIVER—This will not be seen again until St. Paul is reached, where we cross on the high bridge the evening of July 14, and recross it again July 15 directly over St. Anthony Falls at Minneapolis.

Port Allen	W. Baton R.	8:30	8:40	8:50	9:00	.8
This parish tied with the next one, Iberville, in membership race, campaign going 116% over the top.						
Rosedale	Iberville	9:21	9:31	9:41	9:51	16.2
Maringouin	Iberville	9:25	9:35	9:45	9:55	6.3
Fordoche	Point Coupee	10:05	10:15	10:25	10:35	10.4
Melville	Arrive	11:30	11:40	11:50	12:00	13.2

This parish was second in membership, going 140% over the top.

LUNCH here on arrival. Don't wait. Keep schedule. How about gas, oil, water and tires?

Melville	St. Landry	12:30	12:40	12:50	1:00	0.0
Palmetto	St. Landry	1:30	1:40	1:50	2:00	19.7
Rosa	St. Landry	2:00	2:10	2:20	2:30	8.1
Morrow	St. Landry	2:30	2:40	2:50	3:00	8.5

City or Town	County or Parish	First Car Leaves	Second Car Leaves	Third Car Leaves	Other Cars Leave	Miles
Bunkie went 160% over the top in the membership race, taking first place.						
Bunkie.....	Avoyelles.....	3:20	3:30	3:40	3:50	15.7
Bennettville.....	Rapides.....	3:36	3:46	3:56	4:06	5.3
Cheneyville.....	Rapides.....	3:56	4:06	4:16	4:26	5.0
Lloyd.....	Rapides.....	4:09	4:19	4:29	4:39	4.1
Meeker.....	Rapides.....	4:15	4:25	4:35	4:45	1.9
Lecompte.....	Rapides.....	4:33	4:43	4:53	5:03	2.2
Lamouri.....	Rapides.....	4:55	5:05	5:15	5:25	3.2
Alexandria.....	Arrive.....	5:40	5:50	6:00	6:10	14.7

NIGHT CONTROL—Inspect and supply cars at night. No time in morning.

ALEXANDRIA, LOUISIANA, THURSDAY, JULY 3, LEAVE AT 8 A. M.

Pineville.....	Rapides.....	8:05	8:15	8:25	8:35	0.5
Tioga.....	Rapides.....	8:20	8:30	8:40	8:50	5.3
Bagdad.....	Grant.....	8:58	9:08	9:18	9:28	12.5
Darro.....	Grant.....	9:04	9:14	9:24	9:34	2.0
Colfax.....	Grant.....	9:35	9:45	9:55	10:05	7.1

Grant Parish went 80% over the top in membership race.

Montgomery.....	Grant.....	10:35	10:45	10:55	11:05	16.5
Winnfield Junction.....	Winn.....	10:55	11:05	11:15	11:25	7.0
Natchitoches.....	Arrive.....	12:05	12:15	12:25	12:35	23.8

LUNCH here as each car arrives and proceed on schedule.

Natchitoches.....	Natchitoches..	1:05	1:15	1:25	1:35	0.0
Robeline.....	Natchitoches..	2:00	2:10	2:20	2:30	15.2
Marthaville.....	Natchitoches..	2:28	2:38	2:48	2:58	7.8
Pleasant Hill.....	Sabine.....	3:13	3:23	3:33	3:43	13.7
Mansfield.....	DeSoto.....	4:28	4:38	4:48	4:58	23.2
Grand Cave.....	DeSoto.....	4:53	5:03	5:13	5:23	7.2
Stonewall.....	DeSoto.....	5:35	5:45	5:55	6:05	14.5
Keithville.....	Caddo.....	5:47	5:57	6:07	6:17	3.6
Shreveport.....	Arrive.....	6:30	6:40	6:50	7:00	11.5

NIGHT CONTROL—Supply cars at night. No time in the morning.

SHREVEPORT, SECOND CITY OF LOUISIANA, FRIDAY, JULY 4, LEAVE 8 A. M.

TEXAS—

Waskom.....	Harrison.....	9:00	9:10	9:20	9:30	21.8
Jonesville.....	Harrison.....	9:12	9:22	9:32	9:42	3.6
Scottsville.....	Harrison.....	9:42	9:52	10:02	10:12	9.7
Marshall.....	Harrison.....	10:09	10:19	10:29	10:39	9.1
Longview.....	Gregg.....	11:00	11:10	11:20	11:30	23.7
Gladewater.....	Gregg.....	11:45	11:55	12:05	12:15	13.0
Gilmer.....	Arrive.....	12:30	12:40	12:50	1:00	15.2

LUNCH here. Occupants of each car will please lunch on arrival, not waiting for other cars to come up, so they can proceed in relays as provided in schedule.

Gilmer.....	Upshur.....	1:30	1:40	1:50	2:00	0.0
Pittsburg.....	Camp.....	2:35	2:45	2:55	3:05	19.4
Mt. Pleasant.....	Titus.....	3:25	3:35	3:45	3:55	12.0
Winfield.....	Titus.....	4:05	4:15	4:25	4:35	9.0
Mt. Vernon.....	Arrive.....	4:45	4:55	5:05	5:15	9.0

NIGHT CONTROL—Inspect and supply cars at night. No time in the morning.

MT. VERNON, SATURDAY, JULY 5, LEAVE AT 8 A. M.

Saltillo.....	Hopkins.....	8:30	8:40	8:50	9:00	7.1
Weaver.....	Hopkins.....	8:50	9:00	9:10	9:20	6.0
Sulphur Springs.....	Hopkins.....	9:40	9:50	10:00	10:10	13.3
Brearshear.....	Hopkins.....	10:10	10:20	10:30	10:40	8.7
Cumby.....	Hopkins.....	10:40	10:50	11:00	11:10	8.0
Campbell.....	(1 mile N)...	11:00	11:10	11:20	11:30	5.5
Greenville.....	Arrive.....	11:40	11:50	12:00	12:10	10.9

LUNCH here on arrival. Don't wait. Keep schedule. How about gas, oil, water and tires?

City or Town	County or Parish	First Car Leaves	Second Car Leaves	Third Car Leave	Other Cars Leave	Miles
Greenville.....	Hunt.....	1:00	1:10	1:20	1:30	0.0
Whitewright.....	Hunt.....	1:40	1:50	2:00	2:10	10.5
Wolfe City.....	Hunt.....	2:20	2:30	2:40	2:50	9.0
Gober.....	Fannin.....	2:45	2:55	3:05	3:15	7.5
Bonham.....	Fannin.....	3:35	3:45	3:55	4:05	12.2
Ector.....	Fannin.....	4:00	4:10	4:20	4:30	6.0
Savoy.....	Fannin.....	4:25	4:35	4:45	4:55	6.1
Bells.....	Grayson.....	4:40	4:50	5:00	5:10	3.5
Sherman.....	Grayson.....	5:30	5:40	5:50	6:00	11.1
Denison.....	Arrive.....	6:10	6:20	6:30	6:40	11.4

NIGHT CONTROL—Inspect and supply cars at night. No time in morning.

DENISON, THE GATE CITY TO TEXAS, SUNDAY, JULY 6, LEAVE AT 7:30 A. M.

OKLAHOMA—

Colbert.....	Bryant.....	8:00	8:10	8:20	8:30	9.0
Calera.....	Bryant.....	8:30	8:40	8:50	9:00	9.6
Durant.....	Bryant.....	8:55	9:05	9:15	9:25	5.8
Caddo.....	Bryant.....	9:30	9:40	9:50	10:00	12.9
Caney.....	Atoka.....	10:05	10:15	10:25	10:35	9.8
Peck.....	Atoka.....	10:35	10:45	10:55	11:05	8.2
Atoka.....	Arrive.....	11:00	11:10	11:20	11:30	5.4

LUNCH here. Eat immediately and proceed on schedule.

Atoka.....	Atoka.....	12:30	12:40	12:50	1:00	0.0
Stringtown.....	Atoka.....	12:55	1:05	1:15	1:25	8.0
Kiowa.....	Pittsburg.....	2:05	2:15	2:25	2:35	20.9
Savanna.....	Pittsburg.....	2:35	2:45	2:55	3:05	8.6
McAlester.....	Pittsburg.....	3:25	3:35	3:45	3:55	8.6
Crowder.....	Pittsburg.....	4:15	4:25	4:35	4:45	15.4
Canadian.....	Pittsburg.....	4:30	4:40	4:50	5:00	4.1
Eufaula.....	Arrive.....	5:30	5:40	5:50	6:00	12.0

NIGHT CONTROL—Inspect and supply cars at night. No time in morning.

EUFAULA, OKLAHOMA, MONDAY, JULY 7, LEAVE AT 8 A. M.

Checotah.....	McIntosh.....	9:00	9:10	9:20	9:30	16.0
Oktaha.....	Muskogee.....	9:30	9:40	9:50	10:00	9.0
Muskogee.....	Muskogee.....	10:45	10:55	11:05	11:15	20.8
Wagoner.....	Arrive.....	11:45	11:55	12:05	12:15	14.0

LUNCH here as each car arrives and proceed on schedule.

Wagoner.....	Wagoner.....	1:00	1:10	1:20	1:30	0.0
Choteau.....	Mayes.....	2:00	2:10	2:20	2:30	17.3
Pryor.....	Mayes.....	2:30	2:40	2:50	3:00	10.6
Adair.....	Mayes.....	3:00	3:10	3:20	3:30	10.9
Big Cabin.....	Craig.....	3:30	3:40	3:50	4:00	9.3
Vinita.....	Craig.....	4:10	4:20	4:30	4:40	10.3
Welch.....	Craig.....	5:10	5:20	5:30	5:40	19.5
Miami.....	Arrive.....	5:50	6:00	6:10	6:20	12.2

NIGHT CONTROL—Inspect and supply cars at night. No time in morning.

MIAMI, METROPOLIS OF OKLAHOMA LEAD AND ZINC MINES, TUESDAY, JULY 8, LEAVE AT 8 A. M.

Today we will be running through the lead and zinc mining districts of Oklahoma, Kansas and Missouri.

KANSAS—

Baxter Springs.....	Cherokee.....	9:25	9:35	9:45	9:55	18.5
Lowell.....	Cherokee.....	9:35	9:45	9:55	10:05	3.1
Galena.....	Cherokee.....	9:51	10:01	10:11	10:21	4.0

MISSOURI—

Joplin.....	Arrive.....	11:00	11:10	11:20	11:30	9.0
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LUNCH here. Occupants of each car will please lunch on arrival, not waiting for other cars to come up, so they can proceed in relays as provided in schedule.

Joplin.....	Jasper.....	1:30	1:40	1:50	2:00	0.0
Webb City.....	Jasper.....	2:00	2:10	2:20	2:30	6.0
Carterville.....	Jasper.....	2:15	2:25	2:35	2:45	2.0
Carthage.....	Jasper.....	3:25	3:35	3:45	3:55	10.0
Carl Junction.....	Jasper.....	4:35	4:45	4:55	5:05	20.0
Opolis.....	Jasper.....	5:35	5:45	5:55	6:05	16.5

City or Town	County or Parish	First Car Leaves	Second Car Leaves	Third Car Leaves	Other Cars Leave	Miles
KANSAS—						
Pittsburg.....	Arrive.....	6:05	6:15	6:25	6:35	9.5
NIGHT CONTROL—Inspect and supply cars at night. No time in morning.						

PITTSBURG, COAL METROPOLIS, WEDNESDAY, JULY 9, LEAVE AT 8. A M.

Washer.....	Crawford.....	8:25	8:35	8:45	8:55	8.8
Girard.....	Crawford.....	8:52	9:02	9:12	9:22	5.2
Farlington.....	Crawford.....	9:17	9:27	9:37	9:47	8.1
Anna.....	Crawford.....	9:42	9:52	10:02	10:12	8.7
Ft. Scott.....	Bourbon.....	10:42	10:52	11:02	11:12	14.9
Fulton.....	Bourbon.....	11:15	11:25	11:35	11:45	11.8
Monty.....	Linn.....	11:37	11:47	11:57	12:07	7.2
Mound City.....	Arrive.....	12:00	12:10	12:20	12:30	7.1

LUNCH here as each car arrives and proceed on schedule.

Mound City.....	Linn.....	1:00	1:10	1:20	1:30	0.0
Farlinville.....	Linn.....	1:27	1:37	1:47	1:57	8.0
Cadmus.....	Linn.....	2:01	2:11	2:21	2:31	10.1
Beagle.....	Miami.....	2:26	2:36	2:46	2:56	8.1
Osawatomie.....	Miami.....	3:06	3:16	3:26	3:36	6.1
Paola.....	Miami.....	3:52	4:02	4:12	4:22	12.1
Hillsdale.....	Miami.....	4:17	4:27	4:37	4:47	7.1
Springhill.....	Johnson.....	4:41	4:51	5:01	5:11	7.3
Ocheltree.....	Johnson.....	4:47	4:57	5:07	5:17	1.8
Bonita.....	Johnson.....	5:09	5:19	5:29	5:39	3.0
Olathe.....	Johnson.....	5:35	5:45	5:55	6:05	5.4
Rosedale.....	Wyandotte.....	6:35	6:45	6:55	7:05	20.0

MISSOURI—

Kansas City.....	Arrive.....	6:45	6:55	7:05	7:15	
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NIGHT CONTROL—Inspect and supply cars at night. No time in morning.

KANSAS CITY, THURSDAY, JULY 10, LEAVE 2 P. M.

Gashland.....	Clay.....	2:50	3:00	3:10	3:20	10.5
Nashua.....	Clay.....	3:05	3:15	3:25	3:35	3.7
Smithville.....	Clay.....	3:35	3:45	3:55	4:05	6.5
Trimble.....	Clinton.....	4:00	4:10	4:20	4:30	6.7
Edgerton.....	Platte.....	4:25	4:35	4:45	4:55	6.4
Dearborn.....	Platte.....	4:55	5:05	5:15	5:25	8.7
St. Joseph.....	Arrive.....	5:55	6:05	6:15	6:25	20.8

NIGHT CONTROL—Inspect and supply cars at night. No time in morning.

ST. JOSEPH, FRIDAY, JULY 11, LEAVE 8 A. M.

Avenue City.....	Andrew.....	8:30	8:40	8:50	9:00	9.3
Rochester.....	Andrew.....	9:00	9:10	9:20	9:30	8.1
Union Star.....	DeKalb.....	9:30	9:40	9:50	10:00	9.3
King City.....	Gentry.....	10:00	10:10	10:20	10:30	8.7
Ford City.....	Gentry.....	10:25	10:35	10:45	10:55	6.9
Albany.....	Arrive.....	11:20	11:30	11:40	11:50	15.9

LUNCH here. Occupants of each car will please lunch on arrival, not waiting for other cars to come up, so they can proceed in relays as provided in schedule.

Albany.....	Gentry.....	12:30	12:40	12:50	1:00	0.0
New Hampton.....	Harrison.....	1:00	1:10	1:20	1:30	8.3
Bethany.....	Harrison.....	1:30	1:40	1:50	2:00	0.0
Eagleville.....	Harrison.....	2:15	2:25	2:35	2:45	15.7

IOWA—

Lamoni.....	Decatur.....	4:00	4:10	4:20	4:30	14.1
Davis City.....	Decatur.....	4:29	4:39	4:49	4:59	7.3
Leon.....	Arrive.....	4:59	5:09	5:19	5:29	9.1

NIGHT CONTROL—Inspect and supply cars at night. No time in morning.

LEON, SATURDAY, JULY 12, LEAVE AT 8 A. M.

Van Wert.....	(1 mi. west) ..	8:40	8:50	9:00	9:10	10.0
Weldon.....	(1½ mi. east) ..	8:46	8:56	9:06	9:16	2.0
Osceola.....	Clarke.....	9:26	9:36	9:46	9:56	10.2
Liberty.....	Clarke.....	10:06	10:16	10:26	10:36	12.7
Medora.....	Warren.....	10:21	10:31	10:41	10:51	4.5
Cool.....	Warren.....	10:36	10:46	10:56	11:06	3.6

City or Town	County or Parish	First Car Leaves	Second Car Leaves	Third Car Leaves	Other Cars Leaves	Miles
Indianola.....	Warren.....	11:07	11:17	11:27	11:37	10.1
Somerset.....	Warren.....	11:27	11:37	11:47	11:57	6.1
Des Moines.....	Arrive.....	12:18	12:28	12:38	12:48	12.6

NOON AND NIGHT CONTROL—Drivers should look over their cars and see they are supplied with oil, gas, water and tires at night. There will be no time in morning.

DES MOINES, CAPITAL OF IOWA, SUNDAY, JULY 13, LEAVE AT 8 A. M.

Ankeny.....	Polk.....	8:45	8:55	9:05	9:15	12.2
Cambridge.....	Story.....	9:30	9:40	9:50	10:00	13.6
Nevada.....	Story.....	10:15	10:25	10:35	10:45	12.4
Colo.....	Story.....	10:40	10:50	11:00	11:10	7.2
Zearing.....	Story.....	11:05	11:15	11:25	11:35	10.2
Hubbard.....	Hardin.....	11:45	11:55	12:05	12:15	10.3
Iowa Falls.....	Arrive.....	12:30	12:40	12:50	1.00	15.9

LUNCH here as each car arrives and proceed on schedule.

Iowa Falls.....	Hardin.....	2:00	2:10	2:20	2:30	0.0
Hampton.....	Franklin.....	3:00	3:10	3:20	3:30	18.1
Chapin.....	Franklin.....	3:25	3:35	3:45	3:55	6.2
Sheffield.....	Franklin.....	3:55	4:05	4:15	4:25	4.0
Rockwell.....	Cerro Gordo..	4:30	4:40	4:50	5:00	6.7
Mason City.....	Arrive.....	5:20	5:30	5:40	5:50	11.7

NIGHT CONTROL—Inspect and supply cars at night. No time next morning.

The monument in the public square at Mason City to the memory of Iowa soldiers who fell at the battle of Pleasant Hill, in Louisiana, will be of great interest to the visitors.

MASON CITY, METROPOLIS OF NORTHERN IOWA, MONDAY, JULY 14, LEAVE AT 8 A. M.

Freeman.....	Cerro Gordo..	8:15	8:25	8:35	8:45	5.0
Manly.....	Worth.....	8:40	8:50	9:00	9:10	6.0
Kensett.....	Worth.....	9:00	9:10	9:20	9:30	4.8
Northwood.....	Worth.....	9:27	9:37	9:47	9:57	6.7

MINNESOTA—

Glenville.....	Freeborn.....	10:07	10:17	10:27	10:37	11.2
Albert Lea.....	Freeborn.....	10:40	10:50	11:00	11:10	8.0
Geneva.....	Freeborn.....	11:25	11:35	11:45	11:55	14.3
Owatonna.....	Arrive.....	12:20	12:30	12:40	12:50	18.4

LUNCH here. Occupants of each car will please lunch on arrival, not waiting for other cars to come up, so they can proceed in relays as provided in schedule.

Owatonna.....	Steel.....	1:30	1:40	1:50	2:00	0.0
Medford.....	Steel.....	1:50	2:00	2:10	2:20	7.1
Faribault.....	Rice.....	2:10	2:20	2:30	2:40	8.8
Dundas.....	Rice.....	2:45	2:55	3:05	3:15	11.7
Northfield.....	Rice.....	3:10	3:20	3:30	3:40	3.3
Castle Rock.....	Rice.....	3:35	3:45	3:55	4:05	7.6
Farmington.....	Dakota.....	4:00	4:10	4:20	4:30	6.5
Rosemont.....	Dakota.....	4:30	4:40	4:50	5:00	7.5
St. Paul.....	Arrive.....	5:37	5:47	5:57	6:07	15.6

NIGHT CONTROL—Drivers should look over their cars and see they are supplied with oil, gas, water and tires at night. There will be no time in the morning.

ST. PAUL, TUESDAY, JULY 15, LEAVE AT 2:30 P. M.

Minneapolis.....	Arrive.....	3:30	3:40	3:50	4:00	10.0
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NIGHT CONTROL—Headquarters, Hotel Radisson. Inspect and supply cars at night.

MINNEAPOLIS, WEDNESDAY, JULY 16, LEAVE AT 8:30 A. M.

Robbindale.....	Hennepin.....	8:55	9:05	9:15	9:25	4.0
Osseo.....	Hennepin.....	9:15	9:25	9:35	9:45	4.0
Champlin.....	Hennepin.....	9:35	9:45	9:55	10:05	5.2
Anoka.....	Anoka.....	9:50	10:00	10:10	10:20	1.0
Elk River.....	Sherburn.....	10:35	10:45	10:55	11:05	11.9
Big Lake.....	Sherburn.....	11:05	11:15	11:25	11:35	7.5
Becker.....	Sherburn.....	11:35	11:45	11:55	12:05	8.2
Clear Lake.....	Sherburn.....	12:02	12:12	12:22	12:32	7.2
St. Cloud.....	Arrive.....	12:41	12:51	1:01	1:11	12.8

LUNCH here. Occupants of each car will please lunch on arrival, not waiting for other cars to come up, so they can proceed in relays as provided in schedule.

City or Town	County or Parish	First Car Leaves	Second Car Leaves	Third Car Leaves	Other Cars Leave	Miles
St. Cloud.....	Stearns.....	2:30	2:40	2:50	3:00	0.0
Sauk Rapids.....	Benton.....	2:50	3:00	3:10	3:20	2.4
Rice.....	Benton.....	3:11	3:21	3:31	3:41	13.3
Royalton.....	Morrison.....	4:01	4:11	4:21	4:31	7.1
Little Falls.....	Arrive.....	4:45	4:55	5:01	5:11	13.1

NIGHT CONTROL—Drivers should look over their cars at night and see they are supplied with oil, gas, water and tires. There will be no time in the morning.

LITTLE FALLS, THURSDAY, JULY 17, LEAVE AT 8 A. M.

Randall.....	Morrison.....	8:41	8:51	9:01	9:11	12.0
Cushing.....	Morrison.....	9:06	9:16	9:26	9:36	6.1
Lincoln.....	Morrison.....	9:26	9:36	9:46	9:56	9.0
Staples.....	Todd.....	10:21	10:31	10:41	10:51	15.0
Verndale.....	Wadena.....	11:15	11:25	11:35	11:45	11.9
Wadena.....	Arrive.....	11:50	12:00	12:10	12:20	8.8

LUNCH here on arrival. Don't wait. Keep schedule.

Wadena.....	Wadena.....	2:00	2:10	2:20	2:30	0.0
Sabeka.....	Wadena.....	2:55	3:05	3:15	3:25	15.3
Menahga.....	Wadena.....	3:25	3:35	3:45	3:55	9.4
Park Rapids.....	Hubbard.....	4:27	4:37	4:47	4:57	14.0
Itasca State Park.....	Arrive.....	5:47	5:57	6:07	6:17	23.5

NIGHT AND NOON CONTROL—Drivers should look over their cars and see they are supplied with gas, oil, water and tires at night. No time tomorrow.

ITASCA STATE PARK, FRIDAY, JULY 18, LEAVE AT 2 P. M.

Bemidji.....	Arrive.....	3:55	4:05	4:15	4:25	35.4
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NIGHT CONTROL—Inspect and supply cars at night. No time in morning.

BEMIDJI, SATURDAY, JULY 19, LEAVE AT 8 A. M.

Solway.....	Beltrami.....	9:00	9:10	9:20	9:30	19.4
Shevlin.....	Beltrami.....	9:20	9:30	9:40	9:50	6.0
Bagley.....	Clearwater.....	9:45	9:55	10:05	10:15	6.0
Clearbrook.....	Clearwater.....	10:35	10:45	10:55	11:05	13.6
Gonvick.....	Clearwater.....	11:00	11:10	11:20	11:30	6.8
Gully (½ mi. so.).....	Polk.....	11:30	11:40	11:50	12:00	9.0
Trail.....	Arrive.....	11:50	12:00	12:10	12:20	4.0

LUNCH HERE immediately upon arrival and proceed with run on schedule.

Trail.....	Polk.....	1:30	1:40	1:50	2:00	0.0
Oklee (1 mi. no.).....	Red Lake.....	1:55	2:05	2:15	2:25	7.3
Brooks (½ mi. so.).....	Red Lake.....	2:38	2:48	2:58	3:08	11.2
Red Lake Falls.....	Red Lake.....	3:53	4:03	4:13	4:23	16.5
St. Hilaire.....	Pennington.....	4:54	5:04	5:14	5:24	12.0
Thief River Falls.....	Arrive.....	5:30	5:40	5:50	6:00	9.0

NIGHT CONTROL—Inspect and supply cars at night. No time in morning.

THIEF RIVER FALLS, SUNDAY, JULY 20, LEAVE AT 7:30 A. M.

Early start necessary, as this is the longest day's run in addition to having to pass through the customs at the international boundary.

Karlstad.....	Kitson.....	10:03	10:13	10:23	10:33	51.0
Halma (1 mi. E.).....	Kitson.....					
Bronson.....	Kitson.....	11:02	11:12	11:22	11:32	16.5
Hallock.....	Arrive.....	12:01	12:11	12:21	12:31	16.4

LUNCH HERE—Please lunch immediately upon arrival in order to maintain schedule.

Hallock.....	Kitson.....	1:00	1:10	1:20	1:30	0.0
Northcote.....	Kitson.....	1:21	1:31	1:41	1:51	6.1
Humboldt.....	Kitson.....	1:42	1:52	2:02	2:12	6.0
St. Vincent.....	(1 mi. W.).....	2:03	2:13	2:23	2:33	6.0
Noyes.....	(Boundary).....	3:05	3:15	3:25	3:35	5.0

CANADA—

Emerson.....		3:35	3:45	3:55	4:05	1.0
Letellier.....		4:15	4:25	4:35	4:45	12.0
St. Jean.....		4:45	4:55	5:05	5:15	8.9
Morris.....		5:10	5:20	5:30	5:40	6.2
St. Agatha.....		6:00	6:10	6:20	6:30	16.4
St. Norbert.....		6:45	6:55	7:05	7:15	14.7
St. Vital.....		6:57	7:07	7:17	7:27	4.2
WINNIPEG.....	Arrive.....	7:13	7:23	7:33	7:43	5.5

HOTELS ARE HEADQUARTERS.

Astruma Hotel, Baton Rouge.
 Bentley Hotel, Alexandria.
 Youree Hotel, Shreveport.
 Denison Hotel, Denison.
 Miami Hotel, Miami.
 Connor Hotel, Joplin.
 Stilwell Hotel, Pittsburg.
 Muehlebach Hotel, Kansas City.
 Robidoux Hotel, St. Joseph.
 Hotel Leon, Leon.
 Chamberlain Hotel, Des Moines.
 St. Paul Hotel, St. Paul.
 Radisson Hotel, Minneapolis.

SMILE—THEN THINK

THERE are several meals for a thoughtful brain in a little "gag" put over at a vaudeville house in St. Joseph recently, in which the Jefferson Highway played a prominent part.

She to Him—Father bought a new 'Lize the other day.

He to Her—You don't say! Ain't that fine?

She—Yes, and he took mother out for a long ride on the Jefferson Low-way the very first day.

He—Hey, there, wait a minute! You don't mean Jefferson Low-way. You mean Jefferson Highway.

She—No, I don't. I guess I know what I'm talking about.

He—But, my dear, there is no such thing as Jefferson Low-way, and how—

She—Yes there is. I guess I know. You see—father drove in that ditch which runs right along beside the Jefferson Highway.

TO LOCAL COMMITTEEMEN

NO LOCAL PROGRAMS ARE DESIRED EXCEPT AT NIGHT CONTROLS.

The touring party will furnish the program at each place. This plan must be carried out in order to make the time and give each town an hour's program altogether. Any deviation from these plans will compel a cut in time at that town.

ESPECIALLY FOR DRIVERS

Speakers' cars will have banner across top behind, with number of position in line, and speaker's escort car will bear the same number. Drivers will be expected to maintain this position in line. It is just as bad form to be out of place as it is to turn out on the wrong side of the road. It is desired that no delegation meet the run on the road, as that will interfere with running time. *Local cars* are to fall in *after* the speaking is over and escort to the next town and as much farther as possible.

THE MOTORIST'S GUIDE

The sun is glad, the earth is gay,
 The morning airs blow fresh and sweet;
 This is indeed a holiday—

Notice: This is a One-way Street!

Awakes the rose as from a dream
 And far away chill rains have fled;
 The skies are blue, the waters gleam—
 Road Closed: Construction Work Ahead!

Good old machine, it's running fine!
 The level ways beneath us flow;
 We're doing thirty-eight or nine—
 School Crossing: Motor Cars Go Slow!

Our eyes light up, our thoughts expand,
 Our laggard lungs with ozone fill;
 What vistas open on each hand!—
 Caution: Sharp Curve and Dangerous Hill!

Well, there's the little inn in sight,
 And luncheon time is drawing near;
 What say you, shall we all alight?
 Automobiles Must Not Stop Here.

—G. S. B., in New York Tribune.

— Build Roads Now —

M. L. Copeland of King City, Mo., writes:

"We have petitioned the county court to order an election to bond the township to the amount of \$85,000 for hard surfaced roads. The campaign is not yet on, but we believe we can win."

DECORATIONS

Many communities are going to decorate with flags and bunting, as their people feel that the Jefferson Highway is the biggest and most important ONE THING that ever came to them.



McDonald Quarry, north of St. Joseph, has not been worked for 15 or 20 years.



Stone ledges in southern part of Buchanan County on the Jefferson

WHAT MISSOURI IS DOING TO LOCATE MATERIALS FOR ROAD CONSTRUCTION

By H. A. Larue, Associate Professor of Highway Engineering, University of Missouri, Columbia, Missouri

— Build Roads Now —

IN 1911 the Engineering Experimenting Station of the University of Missouri made some investigations of stone and gravel in Missouri and published the results in a bulletin entitled "An Investigation of the Road-Making Properties of Missouri's Stone and Gravel." About 250 samples of stone and gravel, collected from all over the state, without reference to any specific road project, were tested. Some counties were represented by as many as six or seven samples, but a majority of the counties had but one or two, while about one-fourth of the counties were not represented. While this bulletin contains much valuable information, the investigation was only a beginning of a general road materials survey, and until the early spring of 1918 nothing further was done in Missouri along these lines.

In March, 1918, an agreement was made between the State Highway Department at Jefferson City and the Division of Engineering of the University of Missouri at Columbia, whereby the State Highway Department may make use of the road laboratory of the University for tests of all road materials. The plan adopted is for these departments to co-operate in tests of materials used on state road work and in making preliminary investigations of sources of materials for road projects in the various counties. The writer was appointed a joint employe of the two departments to have charge of the work.

The program, which is being formulated only as the work progresses, is to take up each road project as it comes before the Highway Department, go over the route proposed for improvement and make an inspection of adjacent territory to locate materials suitable for local work.

Because of increased cost of transportation the necessity of using local materials is greater than ever before, so the problem in most cases develops into a thorough search of gravel deposits or ledges of stone within one-half to

one and one-half miles of the line of road improvement proposed. Several counties have been investigated where abundant supplies of material were discovered. People residing along the road are called upon to give any information they may have regarding available gravel and stone in the immediate neighborhood of the improvement. Farmers usually are of great assistance in this work.

On these field trips samples of the various materials are taken and sent to the laboratory for test. The survey has developed sufficiently to require an assistant in the laboratory who gives his entire time to this part of the work.

Location of stone quarries and gravel deposits is given by township and range and the probable extent of the deposits estimated roughly by the outcrop recorded. This information, together with the results of the tests, is furnished to the State Highway Department in advance of advertising for bids, in order to have all necessary information available to guide the department in making recommendations and in drawing up specifications.

Since the beginning of our work last March nine road projects in eight counties have been investigated with reference to material supply. These projects in most cases do not cover entire counties, often being restricted to the immediate locality of the proposed improvement, which may be a single road across a township. Such a case is the project for a concrete road in Harrison county, nine feet wide, cross Bethany township—a stretch about seven and one-half miles long on the Jefferson Highway.

It is expected that in time with the mass of information accumulated in this manner, a fairly complete survey of the road materials of Missouri will have been made. This work is being conducted as a part of the operations of the Engineering Experiment Station of the University of Missouri, and the particular department in charge is known as the Highway Materials Laboratory. The Highway Materials Laboratory is making the regular stand-

ard tests of all the cement used in the construction of the Joplin-Miami concrete road, which is a Federal Aid project (also on "J. H.") Reports of these tests are made to the State Highway Department, to the local authorities at Joplin and to the District Engineer for the United States Office of Public Roads and Rural Engineering at Omaha, Nebr. It is expected that the laboratory will carry on all the tests of materials for contract work done under the supervision of the State Highway Department. In certain sections Missouri is well supplied with road materials, but it will take several years to develop anything like a comprehensive survey of the deposits of roadbuilding materials throughout the state.

— Build Roads Now —

J-H CAUSED INCREDIBLE INCREASE

Mr. Herbert L. Leathers Refused \$3,200 for Property That Cost Him \$900 Before the Highway Came.

ANOTHER testimonial concerning the wonderful increases in property values along the Jefferson Highway comes from Mr. George C. Merkel, manager of the Good Roads Bureau of the New Orleans Association of Commerce. He writes:

"The following increases in property values is on land on the east bank of the Mississippi river between Baton Rouge and New Orleans. At the meeting of the International Board of Directors reference was made to two gentlemen who started from one of the Northern States to California, but stopped short in the central portion of the State of Louisiana, near the city of Alexandria, where they purchased some land which they believed they bought for \$25 per acre less than should have been paid for it.

"The illustration further prove the value of the Jefferson Highway to the State of Louisiana. It is happening almost daily, only the attention of the public is not brought to it in each instance."

Included in the letter from Mr. Merkel was a copy of a communication which he had received from Mr. Herbert L. Leathers of Hope Villa, La., Mr. Leathers writing as follows:

"Having bought a place, at that time on the so-called Model Road, about fourteen miles southeast of Baton Rouge, and having paid \$22.50 per acre for forty acres, making a total of \$900 cash, immediately after the road was graveled I was offered \$2,000 and refused same.

"Now, since the Jefferson Highway has come through from Winnipeg, Canada, to New Orleans, Louisiana, land in this section on the Jefferson Highway has increased greatly in value, and other land in this section that is superior to land for crop growing is selling anywhere from \$25 to \$27 per acre, owing to the fact that it is not on the Jefferson Highway.

Now, in reference to my own place, I have an offer of \$3,200, which I have not accepted."

MEDALS MAKE NEAT FOB



THE Ellertson Medals of Merit have been beautifully mounted on black leather fobs, so that they may be used and carried every day by the winners.

Since last month many men have seen the medals and are convinced that they are worth working for in themselves.

They will be awarded for maintaining hard roads as well as dirt roads. Some of the worst roads to get over on the entire Jefferson Highway are known as 365-Day Rock Roads. A little attention would make them smooth boulevards instead of rutted "spring-breakers."

Perhaps it had not occurred to some of the Maintenance Men that cutting the weeds, especially at corners, would be a measure most certainly of keeping the road in the best possible condition for travel.

The secret of the good roads in France, the returning soldiers tell us, was the fact that as soon as they are built the French begin to repair them, and they are never allowed to depreciate and deteriorate. A hard road in this country remains in good condition about two years under heavy travel. The roads of France had been traveled for 1,000 years before the four years' war transportation went over them. And they are there today, because they have been maintained.

— Build Roads Now —

GOOD ROADS NOW SLOGAN

Pursuant to announcement the committee, composed of citizens representing the different justice precincts in the county, elected at a previous meeting, met with citizens of Upshur County at the court house in Gilmer, Tuesday evening, at 1:30 o'clock.

The Committee, after going over the matter thoroughly, finally reported, presenting a blueprint, on which was marked the mileage each section of the county should get in case the bond issue carried.

It was recommended that 190 miles (roughly estimated), hard surface road be constructed and that a bond issue of \$800,000 be voted upon, with the understanding that if carried the \$100,000 bonds for Jefferson Highway be retired; also \$25,000 bond issue of Rhonesboro and Shady Grove Road District.—Upshur County Echo, Gilmer, Texas.

THE MODERN HIGHWAY

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
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Volume IV

MAY, 1919

Number 4

A TWO YEAR OLD INQUIRY ANSWERED

FOR two long years the inquiry has been when will the Jefferson Highway from Anoka, Minn., north be improved. Many have suggested that the Highway was not functioning properly because of the inability to get this piece of road built.

And yet—and yet we are now advised by the Northfield News:

CONCRETE PAVING ON J-H.

First Contract Let Under Proposed Babcock System.

The first road paving contract to be let under the proposed Babcock system made its appearance on Friday, when the Widell Paving Company of Mankato was awarded the contract to lay a concrete road of 6.6 miles from Anoka to the Sherburne County line.

The strip is a part of the Jefferson highway and the contract price is a trifle more than \$2.00 per yard, or approximately \$22,500.00 a mile.

On April 14 Hennepin County will let contracts for the paving of the strip from Osseo to Anoka, and Sherburne County will follow with the paving of the road from the Sherburne County line to Elk River.

With the contemplated work of paving Concord street to within six miles south of St. Paul completed the Jefferson Highway in the immediate vicinity will have fifty miles of smooth roadway to Elk River.

Work will start on the strip out of Anoka as soon as the weather permits.

Thus it seems that persistent hard work will overcome the most hopeless of situations.

We are playing both ends against the middle on the J. H. now. A concrete roadway has just been completed between Joplin and Galena, near the middle of the highway. In



March Jefferson Parish, at the south end, voted a bond issue without a single no vote, and now a fifty-mile stretch looms up near the north end.

If we keep everlastingly at it one of these bright mornings we will wake up to find a 365-day road completed from Winnipeg to New Orleans.

— Build Roads Now —

TOO MUCH SALT SPOILS THE BROTH

AN able sales manager in talking to his selling force, once said: "When you have sold your prospect stop. After this has been accomplished additional selling talk is much the same as putting additional salt in food after the proper amount has been supplied. It spoils the flavor."

This seems to be what a lot of people are doing now in the good roads propaganda. The people of the United States are sold on the subject of good roads and a forward movement should be made. The next thing up for consideration is not selling and re-selling of the good roads idea to the people, but the selling to the people of the idea how to get these good roads, including the selling to congress of the idea of a National Highway System.

This is what the National Highway Council is being organized to do under the leadership of the Highway Industries Association.

— Build Roads Now —

"ON THE JEFFERSON HIGHWAY"

WHEN you receive a letter from the Baton Rouge Chamber of Commerce, Mr. Highway Neighbor, note the letter head. You will find in big, black-face type three things of which this educational center boasts with regard to the advantages of location. Reading from left to right across the page will be found the following placed in the relative importance in which they are held:

"On The Jefferson Highway," first; "A Port of Entry," second; "On the Mississippi River," third.

Also, in the March 15th number of The Country Gentleman was an advertisement of the "King Ventilating Company, Owatonna, Minn.—On the Jefferson Highway."

The two ends seem to be "On The Jefferson Highway," so it surely will not be long before the value of being on the "Pine to Palm" will also become evident to the central states.

"STEPT ON 'ER" IN MINNESOTA

The following from R. B. Millard indicates "some doin's" in his state:

"Dear Mr. Clarkson:

"The good road spirit is bigger and stronger than ever in Minnesota. We are fortunate in having at the head of our State Highway a man who is doing things, Commissioner Babcock.

"As you know our state legislature during the past session has passed the Babcock Road Bill, carrying with it an amendment to our state constitution authorizing Minnesota to issue good road bonds to the extent of \$100,000,000. This will be submitted to the people at the fall election in 1920.

"We have also just passed a law that permits our county commissioners to vote bonds up to one-quarter of a million dollars for good roads, to anticipate this great bond issue, and the county officials can vote these bonds without submitting the question to the people.

"A number of our counties are taking advantage of this, and are voting the limit of bonds in order to get the same amount of Federal aid with which to build the best roads possible. Morrison County, the very center of the State of Minnesota, and the trail blazer for good roads in the state, is planning to build a concrete highway during 1919 from the county seat, Little Falls, to the southern edge of the county. This will be the Jefferson Highway.

"We are trying to induce the counties between Little Falls, Minneapolis and St. Paul to vote these bonds, and in this way complete construction of 100 miles of concrete or permanent surface highway for a distance of 100 miles north of the Twin Cities. Your prophecy in the summer of 1916 that the Jefferson Highway would be a 365-Day Road of permanent construction inside of five years was a clear insight into what was coming.

"We in Minnesota feel that this big bond issue that is coming is an investment. As you know, Minnesota is not only free of debt at this time, but has nearly \$50,000,000 loaned out over the state, helping to develop our own great resources.

"The Jefferson Highway certainly got a big boost in the Country Gentleman, and I was very much pleased to see it."

— Build Roads Now —

From the Carthage Press:

"S. E. Wheeler, superintendent of the Carthage special road district, has his forces and equipment engaged in rebuilding two miles of the Jefferson Highway from Dry Fork north to the base line. This is a rock road and is being scarified, regraded and rolled to smoothness. One effect is to remove larger rock formerly used in building this road, these rocks having made the road too rough. Also, patrol work is now going on for a mile or two south of Dry Fork. That is, gravel is being hauled and holes are being filled and smoothed."

WHO PAYS FOR NATIONAL HIGHWAYS?

When Congress Appropriates for Highways, Who Pays the Bill, and How Do Benefits Balance Burdens?

— Build Roads Now — Build Roads Now — Build Roads Now —

"THIS question," says George C. Diehl, chairman A. A. A. Good Roads Board, "cannot be answered by turning to the federal revenue tables and comparing federal taxes paid by states with allotments of federal highway funds.

"To illustrate: a taxpayer living in New York pays \$100,000 federal income tax. His income is mainly derived from a copper mine in Utah, a cattle range in Texas, and a cotton plantation in Georgia. According to the record the tax is paid from New York; according to actual fact the payment is made from Utah, Texas and Georgia.

"From the standpoint of the taxpayer himself would it not profit him more if his tax were spent in the states which produce his wealth rather than in the state of his domicile, for thereby his income would probably be increased? If the interests of New York itself, apart from the question of equity, were to be promoted to the fullest extent, would not the increased outlay in Utah, Texas and Georgia, resulting in an increased flow of money to New York, compensate for the expenditure of this taxpayer's contribution more heavily in those states than in the state of his domicile?

"This consideration is, of course, apart from the general economic justification for development of the interior states which pour their wealth to the seaboard states for manufacture, for consumption, and for export. The greater the production of raw materials and food products and the purchasing power of such producers the greater the wealth and prosperity of the manufacturing and export states.

"Instead, therefore of wasting time on tax tables, why not consider how much basic wealth in the products of farm, forest and mine each state is pouring into the national hopper, and figure that internal improvement appropriations might well go to those states in generous measure, to the end, not alone of promoting their prosperity, and the national prosperity, but by a natural sequence the prosperity of the states which take their products, finish them, and sell them back.

"The manufactured product is necessary to the welfare of the nation in almost as great a degree as the raw product, and this analysis is not intended to minimize the importance of the manufacturing states in the general activities of the nation. The point emphasized, however is that by development of those states which produce raw products the manufacturing states in the long run receive a considerable measure of benefit."

The following table, the first of its kind, throws some light on the subject.

Of the total amount of \$25,830,230,943 the seven Jefferson Highway states supply \$7,232,464,652, or more than 25 per cent of it.

BASIC ANNUAL PRODUCTS FROM FARMS, FORESTS, AND MINES

State	Total	Per cent of total
Alabama	\$ 637,037,861.82	2.47
Arizona	296,396,923.20	1.15
Arkansas	508,323,413.29	1.97
California	710,206,931.59	2.75
Colorado	308,602,724.92	1.19
Connecticut	89,044,019.42	.34
Delaware	39,046,960.38	.15
Florida	202,875,094.47	.79
Georgia	772,984,662.56	2.99
Idaho	247,301,035.17	.96
Illinois	1,485,324,957.80	5.75
Indiana	878,823,043.39	3.40
Iowa	1,410,899,344.95	5.46
Kansas	807,010,878.52	3.12
Kentucky	622,190,084.32	2.41
Louisiana	499,495,270.89	1.93
Maine	137,285,739.25	.53
Maryland	198,421,333.31	.77
Massachusetts	121,630,190.95	.47
Michigan	721,388,413.44	2.79
Minnesota	1,047,916,060.04	4.06
Mississippi	611,878,715.47	2.37
Missouri	934,147,925.57	3.62
Montana	365,107,740.91	1.41
Nebraska	665,029,678.86	2.57
Nevada	108,348,039.87	.42
New Hampshire ...	59,919,846.21	.23
New Jersey	184,490,055.50	.71
New Mexico	123,029,394.52	.48
New York	807,321,408.34	3.13
North Carolina	680,648,178.45	2.64
North Dakota	477,436,245.87	1.85
Ohio	1,065,773,618.90	4.13
Oklahoma	662,671,143.83	2.57
Oregon	260,352,109.66	1.01
Pennsylvania	1,625,619,393.37	6.29
Rhode Island	14,645,293.32	.06
South Carolina	530,507,837.09	2.05
South Dakota	613,025,258.23	2.37
Tennessee	519,403,334.40	2.01
Texas	1,125,179,744.80	4.36
Utah	216,565,137.47	.84
Vermont	109,760,309.43	.42
Virginia	501,426,424.72	1.94
Washington	307,648,959.48	1.19
West Virginia	531,998,994.29	2.06
Wisconsin	821,310,513.09	3.18
Wyoming	164,780,698.16	.64
Total	\$25,830,230,943.49	100.00

That the Jefferson Highway is located in the right place to serve the nation in a very vital way is most conclusively proven by the above table, compiled for an entirely different purpose.

Of the six states exceeding one billion dollars three are Jefferson Highway states.

Work for a National Highway system and do not worry about the Jefferson Highway being left out of the benefits.

ATHENS VOTED 10 TO 1 FOR BONDS

**Unflattering Reputation of Albany, Missouri, and Vicinity, is Obscured in the New Record for Communities Along the Jefferson Highway
—Organization "Put It Over."**

— Build Roads Now — Build Roads Now — Build Roads Now —

ALBANY and Athens township, in Gentry County, Missouri, hung up a record in a vote for road bonds on April 8. Up to that date this community held a reputation throughout the northwest part of Missouri, and on the Jefferson Highway, which was decidedly unlovely so far as interest in road matters were concerned. Now there is but one community on the Jefferson Highway that can boast an equal or better record. Jefferson Parish in Louisiana has set a mark with its unanimous vote that can only be equaled and not surpassed. But Albany voted a bigger majority than any other community along the Highway—approximately 10 to 1.

While most everyone who kept in touch with the progress of the campaign for \$100,000 for roads was confident that the proposition would carry at the special election none had figured that it would go "over the top" with such a bound and establish a precedent for other communities to follow in their campaign for good roads. The votes favoring the bonds to build 365-day roads were 674 to 68 against.

Never before in the history of the town, it is believed, had the citizens worked together with such unanimity of purpose as in the campaign before the election. During the four weeks preceding the subject of hard roads was discussed from every angle. The effect of intelligent and systematic work is demonstrated by the result. When the question of issuing bonds was first proposed there were many men who were not inclined to favor the proposition largely on account of the increased taxes. The educational campaign convinced them that they were laboring under a serious misapprehension.

The stores and business houses closed. It seemed that every live man in town was making it his special mission to see that no voter forgot that it was one of the most important days in the history of Athens township. There was practically no opposition to the bonds from the residents of town. Less than a dozen voters inside the city limits refused to wear the ribbon badges pledging themselves for rock roads. Quite a lot of the farmers who had at

first hesitated on the proposition lined up enthusiastically for the bonds and did good work in getting the splendid result that was recorded.

"We doubt if there has ever before been a more complete poll of the township made," said Ben L. Peery, editor of the Albany Ledger, in discussing the value of organization in accomplishing the record vote. "Practically every voter had been interviewed as to his views on the subject. Before election day it was realized that the proposition would carry by a large majority, but that number was increased by the work done on election day, when a number of votes were made for the proposition.

"We do not know of another community which has gone so strong for hard surfaced roads as has old Athens township, and we believe she has set a pace that will stand at the top for a long time to come. A ratio of 10 to 1 for the bonds is a figure hard to reach, but we invite other communities to get in and try to beat it."

The impetus given road building along the Jefferson in northwest Missouri was evidenced at once. The Commercial Club of King City seriously discussed the proposition at a meeting held the night of the election, after hearing what had occurred in Athens township. Some live Cooper township road enthusiasts are talking for the submission of a proposition there, and citizens of Huggins, Howard and Miller are also talking hard surface roads.

A petition had already been circulated in and around New Hampton for an election for White Oak Township. Should that carry it will give a rock road from Albany to Bethany, as Bethany township has already voted \$75,000 bonds for 365-day roads there, and the "Pine to Palm" will be benefited for twenty-five miles.

The county court has employed a legal adviser and it is intended to start at once on the required moves for actual construction work. Federal and state aid will be obtained, which will provide \$200,000 to build a system of approximately twenty miles, ten of which are on the Jefferson Highway.

— Build Roads Now — Build Roads Now — Build Roads Now —

From the Little Falls Daily Transcript, under the caption, "Benton County to Hard Surface The Jefferson:"

"The members of the board of county commissioners of Benton County, after a conference with State Commissioner Babcock in St. Paul, stated that they would vote to bond Benton for \$550,000 for the hard surfacing of roadways. Of this amount \$470,000 is to be expended on the Jefferson Highway through Benton and north to the Morrison County line."

Daniel Shaw of Thief River Falls, Minn., reports as follows:

"Pennington County will spend \$50,000 in the next two years improving the Jefferson Highway through the county. The work will be done under the supervision of the highway commissioner. Half of this amount is Federal aid and the other half furnished by the county. As the Highway is now in very fair condition this amount, which will be spent to the best advantage, will make the section through this county an excellent hard surfaced road."

THIRTEEN HIGHWAYS TO NEW ORLEANS

"As the Highways of Europe 'Led to Rome,' So the Highways of the United States Are Leading to New Orleans," is the Slogan of the New Orleans Association of Commerce.

By GEORGE C. MERKEL, Manager Good Road Bureau, Association of Commerce, N. O. La.

NEW ORLEANS has made big strides in securing highway associations to route their lines so that they will terminate or pass through the City of New Orleans. The success of three years work of the Good Roads Bureau, as shown by a tabulated list of highways entering or passing through the city, proves conclusively that New Orleans can be reached by almost any highway now in existence in the country. The statement will show that thirteen highways entering New Orleans connect with all highways of national importance and that the main intersections of these highways are in the larger cities. The "lucky thirteen" are:

Jefferson Highway, Burlington, Jackson, Jeff Davis, Mississippi Scenic, New Orleans-Hammond Military, Old Spanish Trail, Southern National, Jeff Davis Memorial, New Orleans-Houston, New Orleans-Chef Menteur, New Orleans-Pte-a-la-Hache-Shell Beach, Ozark Short Cut.

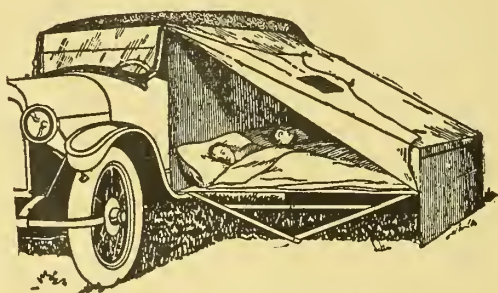
The program of the State Highway Department, as published in one of the New Orleans

papers recently, refers to a 5,000-mile road construction program for Louisiana, to be completed within the next five years. This road construction program will cost approximately \$34,000,000, in which state and Federal Aid will assist the parishes in constructing parish, state and national highways. Approximately 2,000 miles of this 5,000-mile program are already completed, the balance awaiting construction, which will cost on an average of \$3,000 per mile. According to the estimates published by the press last month \$24,000,000 will be necessary to complete the projects in order that they may meet federal requirements and receive governmental approval.

Upon his return from Washington, D. C., recently, Honorable Duncan Bui, State Highway Commissioner, reported that he had secured \$1,200,000 Federal Aid for highway construction in Louisiana for the year 1919. This amount is available out of the fund of \$200,000,000 appropriated for highway construction by the federal government. The federal government has appropriated \$3,741,751.52 for highway construction in Louisiana during the next three years. This amount will be supplemented by \$177,000 out of the fund of the State Highway Department.

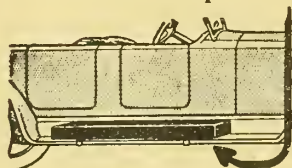
Parishes in Louisiana in the central and northern portion of the state are doing much to connect various highway routes, thereby connecting the main highways of the adjoining states and improving the general road conditions. As an example, the Parish of Tangipahoa has recently passed a highway bond issue of \$100,000 to pave thirteen miles of highway on the main north and south route in that parish. Livingston Parish is now coming to the front in highway construction and will build roads that will connect Tangipahoa Parish roads and East Baton Rouge Parish roads already completed, so that the tourist can travel from Baton Rouge and other river points to Hammond and other points on the main north and south highways of Tangipahoa Parish. Similar construction work is being done in the vicinity of Alexandria, Marksville, Monroe, Lake Charles and Houma, making it possible for the tourist to see the State of Louisiana and all its resources to advantage.

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A SAGLESS Spring bed and
Water proof tent that folds



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compact on
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A U T O.

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ST. JOSEPH, MO.

TRAIL STATE BANK

Trail, Polk County, Minnesota
On the Jefferson Highway

6% PAID ON TIME DEPOSITS
RESOURCES OVER \$140,000.00

Following the construction of highways, and in many cases preceding the construction, the various highway organizations are marking the highways. The Jefferson Highway Association is taking an active lead in this work, and as a consequence is being marked in many places the second time throughout the entire State of Louisiana. The monogram "J. H." will soon appear along the entire 444 miles of the Jefferson Highway route in this state. Close at the heels of the Jefferson other associations are marking their trails, and plans are now being made by the Burlington, Jeff Davis, New Orleans-Houston, Evangeline and Pelican Highways to have their routes properly designated.

AUTOMOBILE TOURISTS, manufacturing and other enterprises employing the use of large motor trucks have realized the importance of good roads because of economy in transportation. A number of surveys have been made in this connection, and in each case tests have proven wherever highways are used automobile transportation stands in the front ranks. Economy in gasoline has also been proven between good roads and ordinary roads, one test being made by five army trucks of standard A type on several types of road. On these roads all of the army trucks used registered practically alike, hereby insuring justice in making the test. The test revealed the following: Miles per gallon of gasoline, 5.78 miles over earth road in good condition; 7.19 over fair gravel road; 9.39 over good gravel road; 9.48 over fair bituminous macadam; 9.88 over fair brick road; 11.44 over extra smooth brick road, and 11.78 over concrete road.

The most remarkable fact disclosed was that putting the two-ton load on the empty truck made seven times as much difference in gasoline consumed on a dirt road as an a smooth, hard road. This result is almost identical with that shown in an official test made in 1917 by the California Automobile Association.

MAPS FOR TOURISTS

EVERY GARAGE on the Jefferson Highway ought to be a Highway station, ready to give precise and accurate information to the tourist and to render him service of value.

The only guide that the tourist needs is an official map to show him how to get onto the Highway. After that the signs and marks do the business.

The official map folder gives every town through which the Highway passes, with total and intermediate mileage. It is just what every tourist needs.

Garages may buy them at the following:

Prices:

100	\$1.00
300	2.50
500	3.75
1,000	7.00

Or, with the garage advertisement, your own wording:

500	\$ 8.00
1,000	15.00

Commercial bodies and community clubs will find these splendid advertisements, too.

THE JEFFERSON HIGHWAY ASSOCIATION
ST. JOSEPH, MO.

It has often been said that the farmer is opposed to good roads because the city automobile owner uses them after he has paid for them. It has, however, been proven that this is an erroneous idea, and that the farmer secures more benefit from good highways than the man in the city. The percentage of mud tax paid by the farmer is much greater than that paid by the citizens, for the reason that the farmer must use the road adjoining his property in order to get anywhere. A recent incident in the vicinity of New Orleans shows that the farmers in that section were paying an average of \$4.00 per day mud tax, inasmuch as four mules were used to pull a single mule wagon over muddy roads almost daily. The

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Rooms from \$2 single and \$3 double

Excellent restaurants serve the choicest food of the world



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In Saint Paul

NEVADA HOTEL

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A Modern Hotel with Sleeping Porches Screened In. Surrounded by Large Grounds. Situated on Jefferson Highway. American Plan Rates, \$2.25 per day. Excellent Garage Accommodations.

JOHN F. BEEBE, Proprietor.

THE JEFFERSON HIGHWAY GARAGE,
Smithville, Mo.

Lubricating Oils, Gasoline, Accessories, Storage,
Repairing. The best equipment and service.

average earnings of mules on the farm are \$1.50 each. Three additional mules were used to pull a one-horse wagon, thereby meaning a loss from four to four and one-half dollars a day to the farmer, which was paid as mud tax. The resident of the city avoids the use of his automobile wherever roads are bad. This brings a second loss to the farmer, for the reason that an average of ten dollars a day is spent by the tourist when traveling, which necessarily means that some of the money is spent along the route he travels. Therefore, if the automobile tourist, because of bad roads, avoids certain sections, this loss is again felt by the community, and it therefore pays an additional mud tax in an indirect manner.

— Build Roads Now —

STATEMENT OF THE OWNERSHIP, MANAGEMENT, CIRCULATION, ETC., REQUIRED BY THE ACT OF CONGRESS OF AUGUST 24, 1912.

Of The Modern Highway, published monthly at St. Joseph, Mo., for March, 1919.

STATE OF MISSOURI, { ss.
County of Buchanan,

Before me, a notary public in and for the state and county aforesaid, personally appeared J. D. Clarkson, who, having been duly sworn according to law, deposes and says that he is the General Manager of the Modern Highway, and that the following is, to the best of his knowledge and belief, a true statement of the ownership, management, etc., of the aforesaid publication for the date shown in the above caption, required by the Act of August 24, 1912, embodied in section 443, Postal Laws and Regulations, to wit:

1. That the names and addresses of the publisher, editor, managing editor, and business managers are:

Publisher, Jefferson Highway Association, St. Joseph, Mo.

Editor, J. D. Clarkson, St. Joseph, Mo.

Managing Editor, J. D. Clarkson, St. Joseph, Mo.

Business Manager, J. D. Clarkson, St. Joseph, Mo.

2. That the owners are Jefferson Highway Association.

3. That the known bondholders, mortgagees, and other security holders owning or holding 1 per cent or more of total amount of bonds, mortgages, or other securities are none.

4. That the two paragraphs next above, giving the names of the owners, stockholders, and security holders, if any, contain not only the list of stockholders and security holders as they appear upon the books of the company, but also in cases where the stockholder or security holder appears upon the books of the company as trustee or in any other fiduciary relation, the name of the person or corporation for whom such trustee is acting, is given; also that the said two paragraphs contain statements embracing affiant's full knowledge and belief as to the circumstances and conditions under which stockholders and security holders who do not appear upon the books of the company as trustees, hold stock and securities in a capacity other than that of a bona fide owner; and this affiant has no reason to believe that any other person, association, or corporation has any interest direct or indirect in the said stock, bonds, or other securities than as so stated by him.

J. D. CLARKSON,
General Manager.

Sworn to and subscribed before me this 27th day of March, 1919.

(Seal)

MAX ANDRIANO.

My commission expires June, 1919.

KEYSTONE 10-TON TRACTION SHOVEL

For Road Grading, Ditching, Back-filling, Etc.



Is light enough to cross culverts and small bridges safely; self-moving over steep and hilly roads; easily operated and low priced. Descriptive Bulletin on request. Handles three kinds scoops; Dipper for side hill excavation; Ditcher, for trenches, and Skimmer, here illustrated, for road grading. Economically lifts 6-inch cut, leaving finished surface, any desired slope within half circle 32 feet in diameter. Capacity 300 to 400 cubic yards per day.

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GARAGE,

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Welding, General Repairing and Accessories.

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BAXTER SPRINGS, KAS.

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EUFAULA, OKLA.

In order to insure the maintenance of highways already constructed, a bill was introduced in the last session of the legislature to guarantee an automobile tax in the State of Louisiana for the maintenance of highways. Owing to opposition which arose chiefly through misunderstandings the legislation was not adopted. At the next session of the legislature, however, a strong attempt will be made to introduce this legislation and have same adopted. To this end an organization has already been affected along the Jefferson Highway which will back up such legislation. It is believed by this organization that highways should be built by the localities through which the highways pass, and that said highways should be maintained by traffic passing over such roads. This would insure a just and equitable tax by both the property, which is improved, and the traffic passing over the roads, which is saved from too rapid destruction.

— Build Roads Now —

(Editorial from financial section, New York Tribune, January 21, 1919).

A development of the near future may be a widespread employment of motor trucks as a part of the regular work of railway operation. Such a plan is advocated by C. A. Morse, president of the Railway Association, and at present director of operation in charge of engineering and maintenance in the Railway Administration. Mr. Morse declares that only in rare instances have small branch lines been able to pay expenses. He holds that it would be a stroke of economy for the railroads to abolish these branch lines where it is possible and establish a motor truck service in their stead. If the railroads would do this he believes that farming communities, especially, would be encouraged to construct hard roads such as would make the operation of this motor truck service feasible and profitable, to the very large gain of all concerned.

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Prompt Road Service

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Automobiles, Supplies, Accessories
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"Prompt and Courteous Attention"

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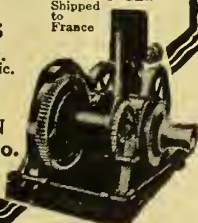
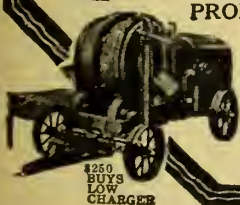
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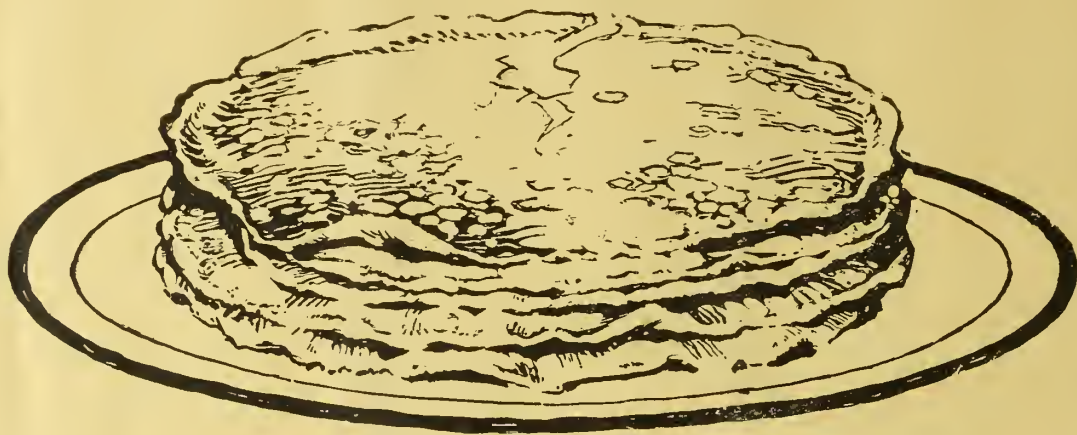
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—a jim-dandy breakfast!

One tantalizing whiff of the fragrance of the golden brown cakes and you'll develop the appetite of a backwoodsman. Buttered and smothered in maple sirup, m-m-m!

Everything is ready mixed in Aunt Jemima Pancake Flour. Even the sweet milk has been added and it's so rich it needs no eggs. Just add water—for perfect pancakes.

The ideal food for outdoor life

Aunt Jemima is just the thing for automobile and camping trips. The red package is compact and moisture proof. Muffins, waffles and breadsticks can be made from the same flour. For a change try Aunt Jemima Buckwheat Flour in the yellow package—it makes the best buckwheat cakes! Aunt Jemima Mills Company, St. Joseph, Missouri.



Reg. U. S. Pat. Off.

"I'se in town, Honey!"

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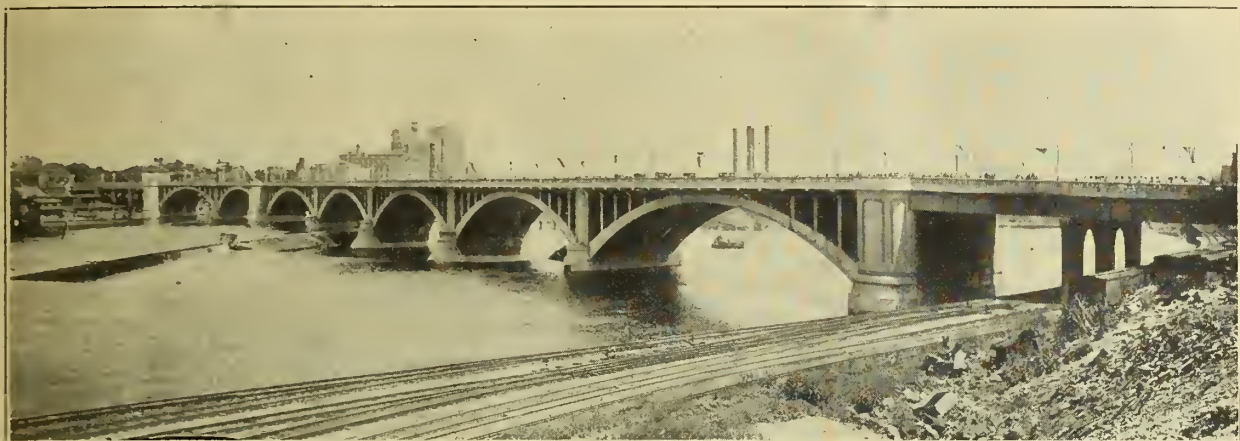
The Modern Highway

Published Monthly by

\$1.00 Three Years

JEFFERSON HIGHWAY ASSOCIATION

JUNE, 1919



The new ornamental concrete bridge across the Mississippi from St. Paul to Minneapolis over which the Sociability Run will pass on Tuesday, July 15th. The pennants and streamers and crowds on the bridge were all a part of the dedication ceremonies.



The Minkahda Club where the Run Tourists will be entertained on the night of July 15. A perfect setting for a delightful end of another day of the greatest "Get Acquainted" and Promotion Tour.

Russell

Earth Handling Machines

are handling more dirt and keeping more roads in order than ever before; 1919 is our banner year, so far.



9 SIZES and STYLES of ROAD MACHINES
From 500 lbs. to 7300 lbs.—5 ft. to 12 ft. Blades

Two sizes Elevating Graders, Scarifiers (4 sizes)

The Russell Hi-Way Patrol (2 horse, one man,
weight 1050 lbs.)

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Road Drags, Scrapers, Road Plows, Etc., Etc.
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RUSSELL GRADER MFG. CO.

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Representatives in Principal Cities of U. S. and Canada

The Modern Highway

Volume IV.



Number 5

Formerly "Jefferson Highway Declaration"

JUNE, 1919

Published Monthly by Jefferson Highway Association, St. Joseph, Mo.

"Entered as second-class matter, January 16, 1918, at the postoffice at St. Joseph, Mo., under the Act of March 3, 1879."



FOR SOCIABILITY AND—

Actual Worth to Communities and State Prompted Men of Vision to Heed the Call and Follow in the Train of a Youth Whom We Call Jefferson Highway.

— Build Roads Now — Build Roads Now — Build Roads Now —

By Ethelbert M. Claypool.

"I HAVE your favor and note the time of the Sociability Run on the Jefferson Highway from New Orleans to Winnipeg, and I also note by your schedule that you will make a night control here. This is very agreeable to us, and we will be more than pleased to have the party with us. I also expect that we will have a party from here join in the Run with you and continue to Winnipeg. I am planning for myself and will try to get several others to make the trip."

This excerpt from one of the many letters from persons along the "Vacation Route of America" is a small sample of the scores of similar communications coming to the attention of the general manager of the Jefferson Highway. If you can imagine a giant cotton boll from the fields of Louisiana, growing gradually during the journey north in July on the Jefferson, until each square has been formed and around the seeds has entwined a mass of white fibre that bursts into final complete perfection, you can begin to catch a glimmer of what the Sociability Run next month is going to be. The mails are literally loaded with inquiries. When? How? What? Where? Who? Then there are our old friends, Tom, Dick and Harry, scattered all along the way from the state that set the pace in the organization campaign to the city of the north. They are assuring the official party that the reception which will be accorded is going to be fully equal to the "Welcome Home Boys." Nothing more could be desired.

Say, folk, the Run is already a success. Sleeping beauties—the kind that are always saying, "I never heard of the Jefferson Highway"—are rubbing their eyes and blinking in the bright rays of a wonderful sunburst. They are beginning to see that it is not so much a question of whether the great Sociability Run is a triumph, as it is, "How big a success?"

Little did the organizers at New Orleans believe that within two years after the natal day officials from Canada would take the time to

make an extended tour over the Jefferson, although they had caught the vision of its actual worth to any community. But all records are about to be lost. History is in the making. A governor and other important state officials are leaving their state for a thirty-day sojourn on a new sort of business trip. To the unthinking outsider it looks as though several men are out for a lark. However, they are going to carry greetings to communities along the Jefferson and to the Canadians at Winnipeg for another pungent reason. They see—and some of the sleepers along the Highway are catching a gleam—that the "Pine to Palm" since its first lusty breath at New Orleans has become a stalwart youth, who challenges the coming generations. And what a challenge it is; this contagious knowledge that the Jefferson is more valuable to a community than a railroad. When leaders of men support a project, others follow in their train. A pillar of fire is leading the official party over the Jefferson. It is being, and will be, seen by communities and leaders all over the United States. Thoughts are becoming expressions and these expressions are convincing proof that the So-

ESPECIALLY FOR DRIVERS

Speakers' cars will have banner across top behind, with number of position in line, and speaker's escort car will bear the same number. Drivers will be expected to maintain this position in line. It is just as bad form to be out of place as it is to turn out on the wrong side of the road. It is desired that no delegation meet the run on the road, as that will interfere with running time. *Local cars* are to fall in *after* the speaking is over and escort to the next town and as much farther as possible.



GOVERNOR R. G. PLEASANT.

The Governor has seen the Jefferson Highway vision, because of which he is heading the Run, accompanied by other distinguished Louisiana citizens.

ciability Run is going to be a success, the equal of which is yet to be conceived.

The gallant youngster whom we call "Jefferson Highway" is waving a banner upon which is written in big letters, "Opportunity." The banner is peculiar and unique. It is composed of blue and white pole marks, enameled steel signs and all types of 365-day roads, as well as dirt roads over a 2,300 mile stretch of the world's best country. To one who has not seen the faint outline in the clouds in a blue sky, the gesticulations of the youth are invisible. To those who dream dreams he is beckoning. He has wig-wagged to the Louisianans, "Go north, go north," just as two years ago he signalled to the Canadians, "Go south, go south."

"NEW ORLEANS occupies a position that should enable her to become the greatest port of the world. History records that trade lines of all countries run north and south. The people of Minneapolis are in perfect harmony with the people of Louisiana—between them there is no friction, nor cause for friction, for the reason that what one has to sell the other desires to buy. This is just as true as regards climate and the character of the people as it is of wheat and bananas."

Thus spake Senator Lafayette Young of Iowa at the annual meeting of the International Directors in New Orleans in January. And then he summed up in terse, burning words, two facts.

"A thirty-foot hard-surfaced highway from Winnipeg to New Orleans," he declared, "will bring more trade than two railroads. What this city needs, however, are men of vision."

These men of vision are following the call of our youth, Jefferson Highway. They see in him the broad-shouldered man of a few years hence, who will be no small factor in the life of the community. His value to the state of Louisiana, his value to every city, town, county, parish and state through which his power extends is unquestioned. He has proved his worth. The future seems to promise rich returns to those who follow in his train.

Other men of vision who have seen what the Jefferson means to states and communities are going to co-operate in this mammoth neighborhood visit that is about to occur. The men of Canada want to know the men who formed the other links of the noble Jefferson. So the men of Louisiana want to complete a more intimate acquaintance with their neighbors on the Jefferson, realizing that all are working for a project that means much for each. Only by consistent co-operation upon the part of every community along the Highway can its full effect be felt. With the closer friendship and understanding of conditions peculiar to each will come a golden unity of action that means the eventual fulfillment of the Jefferson Highway idea.

Governor will meet governor; mayor will meet mayor; highway commissioner will meet highway commissioner; Bill Jones will meet the whole crowd and the whole crowd will shake the hand of Tom Smith. That's it; but they will also exchange ideas; compare notes on their road building tangles; swap jokes, eat chicken, remember each other to their dying days, swearing by the Jefferson Highway. Hundreds, perhaps even thousands, will become inseparable friends. And they will all become better friends of the youth who is budding into manhood.

Without the feminine touch no social function is really a social affair. Because of the

HOTELS ARE HEADQUARTERS.

Astruma Hotel, Baton Rouge.
Bentley Hotel, Alexandria.
Youree Hotel, Shreveport.
Denison Hotel, Denison.
Miami Hotel, Miami.
Connor Hotel, Joplin.
Stilwell Hotel, Pittsburg.
Muehlebach Hotel, Kansas City.
Robidoux Hotel, St. Joseph.
Hotel Leon, Leon.
Chamberlain Hotel, Des Moines.
St. Paul Hotel, St. Paul.
Radisson Hotel, Minneapolis.
Ft. Garry Hotel, Winnipeg.

SEMI-ANNUAL MEETING INTERNATIONAL BOARD OF DIRECTORS JEFFERSON HIGHWAY ASSOCIATION AT WINNEPEG, CANADA

TUESDAY AND WEDNESDAY, JULY 22 AND 23, 1919.

HEADQUARTERS FORT GARRY HOTEL.

social feature the presence of the wives of members of the official party and others in the Run will be accorded special courtesies en route. But the women are also in the Highway story. The part they are playing in tying up their several communities with the young giant is becoming a common narrative. A place of recognition has been accorded their work by making a woman member of the Official Family of the Association. So it is that all along the way women will be a vital part of the promotion work of the Jefferson. Perhaps the lady of the south and the lady of the north will arrange for an exchange of social calls over the "Pine to Palm" when every link is a 365-day road.

There will be a mingling of pleasure and business that will be so delightful that only an expert diagnostican can discover the microscopic line of differentiation. The blend will be so gradual that it will appear as one great good time.

Well, we had almost forgotten about that big cotton boll. But no doubt you have seen it growing. Certain as daylight follows dawn, there is going to be a marvelous sight. Followers of the Jefferson Highway are going to get into the little wagon and go along. Some will go all the way to Winnipeg; some will go "a piece"; some will only escort the Run to the next city, but indications now point to a condition that will tax the generous hospitality of the northern terminus of the Highway, and the scene of the end of the journey as well as of the summer session of the International Directors. Everybody is invited to join and participate in the Run and to attend the meeting.

Why, right now we know that there are going to be several cars from Texas, Oklahoma, Kansas, Missouri and Iowa, while Minnesota plans to send whole parties to Winnipeg. The farther the southerners get from home the more alert the Jefferson Highway neighbors seem to be to see that they are properly and safely escorted from city to city, or perhaps it is because it is closer to the end—the boll has expanded until it is ready to burst.

Decorations, dinners, speeches, brass bands

DECORATIONS

Many communities are going to decorate with flags and bunting, as their people feel that the Jefferson Highway is the biggest and most important ONE THING that ever came to them.



MAYOR MARTIN BEHRMAN

This is the man who is the spirit and administrator of \$1,000,000 publicity fund to sell the Crescent City to the world. He will be the New Orleans' official representative on the Run.

and all—but why go on? Twenty-three hundred miles of boosters are lining up to speed the Official Party pleasantly on its way. Will you be there? We thought so. So will we!

— Build Roads Now —

J. H. INCREASED THE BUSINESS

Mrs. Cora H. Walman, owner of the Buckman Hotel, announces that the capacity of that hostelry will be greatly increased through the erection of a large addition. Little Falls is badly in need of more hotel accommodation, due in great measure in the summer months to the Jefferson Highway. The announcement comes as welcome news and it is hoped that there will be no delay in making the improvements.—Little Falls Transcript.

The Jefferson will bring business to every hotel along its path. This is but one of many instances where expansion has been caused by the increased patronage due to the "Pine to Palm." For the benefit of hotel owners and managers, we call attention to the advertising columns of this magazine. There is no better medium through which to reach Jefferson Highway tourists directly than the hotel directory of The Modern Highway.

RUNNING SCHEDULE

"Get Acquainted" Itinerary for Twenty Days Provides for Stops at Points of Interest Along 2400 Miles of Jefferson Highway.
The Schedule Will be Maintained

— Build Roads Now — Build Roads Now — Build Roads Now —

RUN STARTS FROM ST. CHARLES HOTEL, NEW ORLEANS, LA., TUESDAY, JULY 1, 1919,
at 9:30 A. M.

LOUISIANA—

City or Town	County or Parish	First Car Leaves	Second Car Leaves	Third Car Leaves	Other Cars Leave	Miles
New Orleans	Orleans.....	9:30	9:40	9:50	10:00	0.0
Harrihan.....	Jefferson.....	10:15	10:25	10:35	10:45	10.4
Kenner	Jefferson.....	10:30	10:40	10:50	11:00	4.7
St. Rose	St. Charles...	10:50	11:00	11:10	11:20	5.5
LaPlace.....	St. John.....	11:40	11:50	12:00	12:10	16.9
Reserve	St. John.....	11:58	12:08	12:18	12:28	5.6
Garyville	Arrive.....	12:10	12:20	12:30	12:40	3.4

LUNCH here. Occupants of each car will please lunch on arrival, not waiting for other cars to come up, so they can proceed in relays as provided in schedule. A celebration has already been planned.

Garyville	St. John.....	1:10	1:20	1:30	1:40	0.0
Mt. Airy	St. John.....	1:22	1:32	1:42	1:52	3.4
Lutcher.....	St. James.....	1:37	1:47	1:57	2:07	3.1
Convent	St. James.....	2:20	2:30	2:40	2:50	10.1
Burnside.....	Ascension.....	3:00	3:10	3:20	3:30	12.4
Belle Helene	Ascension.....	3:50	4:00	4:10	4:20	15.5
Geismer	Ascension.....	4:10	4:20	4:30	4:40	2.4
Dutchtown	Ascension.....	4:19	4:29	4:39	4:49	2.7

HOPE VILLA—Will arrive at 4:39 and stop thirty minutes for ceremonies in celebration of the completion of the Highway in Ascension Parish and of the installing of the new steel Jefferson Highway Drawbridge over Bayou Manchac, which replaces an old rope ferry.

Hope Villa	Ascension.....	5:09	5:19	5:29	5:39	6.5
Baton Rouge	Arrive.....	5:57	6:07	6:17	6:27	15.9

NIGHT CONTROL—Inspect and supply cars at night. No time next morning. "Be prepared."

BATON ROUGE, STATE CAPITAL, WEDNESDAY, JULY 2, LEAVE AT 8 A. M.

MISSISSIPPI RIVER—This will not be seen again until St. Paul is reached, where we cross on the high bridge the evening of July 14, and recross it again July 15 directly over St. Anthony Falls at Minneapolis.

Port Allen.....	W. Baton R...	8:30	8:40	8:50	9:00	.8
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This parish tied with the next one, Iberville, in membership race, campaign going 116% over the top. Actual construction will be in progress and this will be the celebration in West Baton Rouge Parish.

Rosedale.....	Iberville.....	9:21	9:31	9:41	9:51	16.2
Maringouin.....	Iberville.....	9:25	9:35	9:45	9:55	6.3
Fordoche.....	Point Coupee.	10:05	10:15	10:25	10:35	10.4
Melville.....	Arrive.....	11:30	11:40	11:50	12:00	13.2

This parish was second in membership, going 140% over the top.

LUNCH here on arrival. Don't wait. Keep schedule. How about gas, oil, water and tires? It is a joy to come, a sorrow to leave.

Melville.....	St. Landry....	12:30	12:40	12:50	1:00	0.0
Palmetto.....	St. Landry....	1:30	1:40	1:50	2:00	19.7
Rosa.....	St. Landry....	2:00	2:10	2:20	2:30	8.1
Morrow.....	St. Landry....	2:30	2:40	2:50	3:00	8.5

City or Town	County or Parish	First Car Leaves	Second Car Leaves	Third Car Leaves	Other Cars Leave	Miles
Bunkie went 160% over the top in the membership race, taking first place. In recognition of this Bunkie is accorded the honor of escorting the Governor's car.						
Bunkie.....	Avoyelles.....	3:20	3:30	3:40	3:50	15.7
Bennettville.....	Rapides.....	3:36	3:46	3:56	4:06	5.3
Cheneyville.....	Rapides.....	3:56	4:06	4:16	4:26	5.0
Lloyd.....	Rapides.....	4:09	4:19	4:29	4:39	4.1
Meeker.....	Rapides.....	4:15	4:25	4:35	4:45	1.9
Lecompte.....	Rapides.....	4:33	4:43	4:53	5:03	2.2
Lamouri.....	Rapides.....	4:55	5:05	5:15	5:25	3.2
Alexandria.....	Arrive.....	5:40	5:50	6:00	6:10	14.7

NIGHT CONTROL—Inspect and supply cars at night. No time in morning. The name itself sounds hospitable.

ALEXANDRIA, LOUISIANA, THURSDAY, JULY 3, LEAVE AT 8 A. M.

Pineville.....	Rapides.....	8:05	8:15	8:25	8:35	0.5
Tioga.....	Rapides.....	8:20	8:30	8:40	8:50	5.3
Bagdad.....	Grant.....	8:58	9:08	9:18	9:28	12.5
Darro.....	Grant.....	9:04	9:14	9:24	9:34	2.0
Colfax.....	Grant.....	9:35	9:45	9:55	10:05	7.1

Grant Parish went 80% over the top in membership race.

Montgomery.....	Grant.....	10:35	10:45	10:55	11:05	16.5
Winnfield Junction.....	Winn.....	10:55	11:05	11:15	11:25	7.0

Winnfield delegation will drive 25 miles to welcome the Run. This little city holds organization record, going 590% over the top in membership.

Natchitoches.....	Arrive.....	12:05	12:15	12:25	12:35	23.8
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LUNCH here as each car arrives and proceed on schedule. Leave it to Natchitoches!

Natchitoches.....	Natchitoches..	1:05	1:15	1:25	1:35	0.0
Robeline.....	Natchitoches..	2:00	2:10	2:20	2:30	15.2
Marthaville.....	Natchitoches..	2:28	2:38	2:48	2:58	7.8
Pleasant Hill.....	Sabine.....	3:13	3:23	3:33	3:43	13.7
Mansfield.....	DeSoto.....	4:28	4:38	4:48	4:58	23.2
Grand Cave.....	DeSoto.....	4:53	5:03	5:13	5:23	7.2
Stonewall.....	DeSoto.....	5:35	5:45	5:55	6:05	14.5
Keithville.....	Caddo.....	5:47	5:57	6:07	6:17	3.6
Shreveport.....	Arrive.....	6:30	6:40	6:50	7:00	11.5

NIGHT CONTROL—Supply cars at night. No time in the morning. Mayor J. McW. Ford is a member of the official party. Cross Spanish Trail here.

SHREVEPORT, SECOND CITY OF LOUISIANA, FRIDAY, JULY 4, LEAVE 8 A. M.

TEXAS—

Waskom.....	Harrison.....	9:00	9:10	9:20	9:30	21.8
Jonesville.....	Harrison.....	9:12	9:22	9:32	9:42	3.6
Scottsville.....	Harrison.....	9:42	9:52	10:02	10:12	9.7
Marshall.....	Harrison.....	10:09	10:19	10:29	10:39	9.1
Longview.....	Gregg.....	11:00	11:10	11:20	11:30	23.7
Gladewater.....	Gregg.....	11:45	11:55	12:05	12:15	13.0
Gilmer.....	Arrive.....	12:30	12:40	12:50	1:00	15.2

LUNCH here. Occupants of each car will please lunch on arrival, not waiting for other cars to come up, so they can proceed in relays as provided in schedule. Upshur County wants \$1,000,000 worth of roads.

Gilmer.....	Upshur.....	1:30	1:40	1:50	2:00	0.0
Pittsburg.....	Camp.....	2:35	2:45	2:55	3:05	19.4
Mt. Pleasant.....	Titus.....	3:25	3:35	3:45	3:55	12.0
Winfield.....	Titus.....	4:05	4:15	4:25	4:35	9.0
Mt. Vernon.....	Arrive.....	4:45	4:55	5:05	5:15	9.0

NIGHT CONTROL—Inspect and supply cars at night. No time in the morning. "We'll say this is a wonderful time."

MT. VERNON, SATURDAY, JULY 5, LEAVE AT 8 A. M.

Saltillo.....	Hopkins.....	8:30	8:40	8:50	9:00	7.1
Weaver.....	Hopkins.....	8:50	9:00	9:10	9:20	6.0
Sulphur Springs.....	Hopkins.....	9:40	9:50	10:00	10:10	13.3
Brearshear.....	Hopkins.....	10:10	10:20	10:30	10:40	8.7
Cumby.....	Hopkins.....	10:40	10:50	11:00	11:10	8.0
Campbell.....	(1 mile N)...	11:00	11:10	11:20	11:30	5.5
Greenville.....	Arrive.....	11:40	11:50	12:00	12:10	10.9

LUNCH here on arrival. Don't wait. Keep schedule. How about gas, oil, water and tires? Greenville will be celebrating election for \$2,000,000 road bonds for Hunt County.

City or Town	County or Parish	First Car Leaves	Second Car Leaves	Third Car Leave	Other Cars Leave	Miles
Greenville.....	Hunt.....	1:00	1:10	1:20	1:30	0.0
Whitewright.....	Hunt.....	1:40	1:50	2:00	2:10	10.5
Wolfe City.....	Hunt.....	2:20	2:30	2:40	2:50	9.0
Gober.....	Fannin.....	2:45	2:55	3:05	3:15	7.5
Bonham.....	Fannin.....	3:35	3:45	3:55	4:05	12.2
Ector.....	Fannin.....	4:00	4:10	4:20	4:30	6.0
Savoy.....	Fannin.....	4:25	4:35	4:45	4:55	6.1
Bells.....	Grayson.....	4:40	4:50	5:00	5:10	3.5
Sherman.....	Grayson.....	5:30	5:40	5:50	6:00	11.1
Denison.....	Arrive.....	6:10	6:20	6:30	6:40	11.4

NIGHT CONTROL—Inspect and supply cars at night. No time in morning. There are cities and cities. This is A. city.

DENISON, THE GATE CITY TO TEXAS, SUNDAY, JULY 6, LEAVE AT 7:30 A. M.

OKLAHOMA—

Colbert.....	Bryant.....	8:00	8:10	8:20	8:30	9.0
Calera.....	Bryant.....	8:30	8:40	8:50	9:00	9.6
Durant.....	Bryant.....	8:55	9:05	9:15	9:25	5.8
Caddo.....	Bryant.....	9:30	9:40	9:50	10:00	12.9
Caney.....	Atoka.....	10:05	10:15	10:25	10:35	9.8
Peck.....	Atoka.....	10:35	10:45	10:55	11:05	8.2
Atoka.....	Arrive.....	11:00	11:10	11:20	11:30	5.4

LUNCH here. Eat immediately and proceed on schedule. Something different!

Atoka.....	Atoka.....	12:30	12:40	12:50	1:00	0.0
Stringtown.....	Atoka.....	12:55	1:05	1:15	1:25	8.0
Kiowa.....	Pittsburg.....	2:05	2:15	2:25	2:35	20.9
Savanna.....	Pittsburg.....	2:35	2:45	2:55	3:05	8.6
McAlester.....	Pittsburg.....	3:25	3:35	3:45	3:55	8.6
Crowder.....	Pittsburg.....	4:15	4:25	4:35	4:45	15.4
Canadian.....	Pittsburg.....	4:30	4:40	4:50	5:00	4.1
Eufaula.....	Arrive.....	5:30	5:40	5:50	6:00	12.0

NIGHT CONTROL—Inspect and supply cars at night. No time in morning. Dedication of Jefferson Highway bridge over Canadian River will be on program.

EUFAULA, OKLAHOMA, MONDAY, JULY 7, LEAVE AT 8 A. M.

Checotah.....	McIntosh.....	9:00	9:10	9:20	9:30	16.0
Oktaha.....	Muskogee.....	9:30	9:40	9:50	10:00	9.0
Muskogee.....	Muskogee.....	10:45	10:55	11:05	11:15	20.8
Wagoner.....	Arrive.....	11:45	11:55	12:05	12:15	14.0

LUNCH here as each car arrives and proceed on schedule. "You are welcome."

Wagoner.....	Wagoner.....	1:00	1:10	1:20	1:30	0.0
Choteau.....	Mayes.....	2:00	2:10	2:20	2:30	17.3
Pryor.....	Mayes.....	2:30	2:40	2:50	3:00	10.6
Adair.....	Mayes.....	3:00	3:10	3:20	3:30	10.9
Big Cabin.....	Craig.....	3:30	3:40	3:50	4:00	9.3
Vinita.....	Craig.....	4:10	4:20	4:30	4:40	10.3
Welch.....	Craig.....	5:10	5:20	5:30	5:40	19.5
Miami.....	Arrive.....	5:50	6:00	6:10	6:20	12.2

NIGHT CONTROL—Inspect and supply cars at night. No time in morning. It is still "dry."

MIAMI, METROPOLIS OF OKLAHOMA LEAD AND ZINC MINES, TUESDAY, JULY 8, LEAVE AT 8 A. M.

Today we will be running through the lead and zinc mining districts of Oklahoma, Kansas and Missouri.

KANSAS—

Baxter Springs.....	Cherokee.....	9:25	9:35	9:45	9:55	18.5
Lowell.....	Cherokee.....	9:35	9:45	9:55	10:05	3.1
Galena.....	Cherokee.....	9:51	10:01	10:11	10:21	4.0

MISSOURI—

Joplin.....	Arrive.....	11:00	11:10	11:20	11:30	9.0
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LUNCH here. Occupants of each car will please lunch on arrival, not waiting for other cars to come up, so they can proceed in relays as provided in schedule. This is "the town that Jack Built." Cross Ozark Trail here.

Joplin.....	Jasper.....	1:30	1:40	1:50	2:00	0.0
Webb City.....	Jasper.....	2:00	2:10	2:20	2:30	6.0
Carterville.....	Jasper.....	2:15	2:25	2:35	2:45	2.0
Carthage.....	Jasper.....	3:25	3:35	3:45	3:55	10.0

The birthplace of 365-Day Roads and 365-Day Road Clubs.

Carl Junction.....	Jasper.....	4:35	4:45	4:55	5:05	20.0
Opolis.....	Jasper.....	5:35	5:45	5:55	6:05	16.5

City or Town	County or Parish	First Car Leaves	Second Car Leaves	Third Car Leaves	Other Cars Leave	Miles
KANSAS—						
Pittsburg.....	Arrive.....	6:05	6:15	6:25	6:35	9.5
NIGHT CONTROL—Inspect and supply cars at night. No time in morning. Pittsburg set the pace in Kansas membership campaign. Some pace!						
PITTSBURG, COAL METROPOLIS, WEDNESDAY, JULY 9, LEAVE AT 8. A. M.						
Washer.....	Crawford.....	8:25	8:35	8:45	8:55	8.8
Girard.....	Crawford.....	8:52	9:02	9:12	9:22	5.2
Farlington.....	Crawford.....	9:17	9:27	9:37	9:47	8.1
Anna.....	Crawford.....	9:42	9:52	10:02	10:12	8.7
Ft. Scott.....	Bourbon.....	10:42	10:52	11:02	11:12	14.9
Boasts of her rock road system that has increased land values so much farmers are afraid to put a price on their property for fear they will cheat themselves.						
Fulton.....	Bourbon.....	11:15	11:25	11:35	11:45	11.8
Monty.....	Linn.....	11:37	11:47	11:57	12:07	7.2
Mound City.....	Arrive.....	12:00	12:10	12:20	12:30	7.1
LUNCH here as each car arrives and proceed on schedule. Provision has been made for macadam road on J. H. through Linn County.						
Mound City.....	Linn.....	1:00	1:10	1:20	1:30	0.0
Farlinville.....	Linn.....	1:27	1:37	1:47	1:57	8.0
Cadmus.....	Linn.....	2:01	2:11	2:21	2:31	10.1
Beagle.....	Miami.....	2:26	2:36	2:46	2:56	8.1
Osawatomie.....	Miami.....	3:06	3:16	3:26	3:36	6.1
Paola.....	Miami.....	3:52	4:02	4:12	4:22	12.1
Miami will build 365-Day Road for the Jefferson.						
Hillsdale.....	Miami.....	4:17	4:27	4:37	4:47	7.1
Springhill.....	Johnson.....	4:41	4:51	5:01	5:11	7.3
Ocheltree.....	Johnson.....	4:47	4:57	5:07	5:17	1.8
Bonita.....	Johnson.....	5:09	5:19	5:29	5:39	3.0
Olathe.....	Johnson.....	5:35	5:45	5:55	6:05	5.4
Rosedale.....	Wyandotte.....	6:35	6:45	6:55	7:05	20.0
MISSOURI—						
Kansas City.....	Arrive.....	6:45	6:55	7:05	7:15	
NIGHT CONTROL—Inspect and supply cars at night. No time in morning. "The Heart of America." Cross Santa Fe and National Old Trails.						
KANSAS CITY, THURSDAY, JULY 10, LEAVE 2 P. M.						
Gashland.....	Clay.....	2:50	3:00	3:10	3:20	10.5
Nashua.....	Clay.....	3:05	3:15	3:25	3:35	3.7
Smithville.....	Clay.....	3:35	3:45	3:55	4:05	6.5
Trimble.....	Clinton.....	4:00	4:10	4:20	4:30	6.7
Edgerton.....	Platte.....	4:25	4:35	4:45	4:55	6.4
Dearborn.....	Platte.....	4:55	5:05	5:15	5:25	8.7
St. Joseph.....	Arrive.....	5:55	6:05	6:15	6:25	20.8
NIGHT CONTROL—Inspect and supply cars at night. No time in morning. Visit International Headquarters. President T. H. Johnson joins party here.						
ST. JOSEPH, FRIDAY, JULY 11, LEAVE 8 A. M.						
Avenue City.....	Andrew.....	8:30	8:40	8:50	9:00	9.3
Rochester.....	Andrew.....	9:00	9:10	9:20	9:30	8.1
Union Star.....	DeKalb.....	9:30	9:40	9:50	10:00	9.3
King City.....	Gentry.....	10:00	10:10	10:20	10:30	8.7
Ford City.....	Gentry.....	10:25	10:35	10:45	10:55	6.9
Albany.....	Arrive.....	11:20	11:30	11:40	11:50	15.9
LUNCH here. Occupants of each car will please lunch on arrival, not waiting for other cars to come up, so they can proceed in relays as provided in schedule. Albany recently voted 10 to 1 for \$100,000 to build 365-Day Road on the Jefferson.						
Albany.....	Gentry.....	12:30	12:40	12:50	1:00	0.0
New Hampton.....	Harrison.....	1:00	1:10	1:20	1:30	8.3
Bethany.....	Harrison.....	1:30	1:40	1:50	2:00	0.0
Eagleville.....	Harrison.....	2:15	2:25	2:35	2:45	15.7
IOWA—						
Lamoni.....	Decatur.....	4:00	4:10	4:20	4:30	14.1
Davis City.....	Decatur.....	4:29	4:39	4:49	4:59	7.3
Leon.....	Arrive.....	4:59	5:09	5:19	5:29	9.1
NIGHT CONTROL—Inspect and supply cars at night. No time in morning. A delightful little city.						
LEON, SATURDAY, JULY 12, LEAVE AT 8 A. M.						
Van Wert.....	(1 mi. west) ..	8:40	8:50	9:00	9:10	10.0
Weldon.....	(1½ mi. east) ..	8:46	8:56	9:06	9:16	2.0
Osceola.....	Clarke.....	9:26	9:36	9:46	9:56	10.2
Liberty.....	Clarke.....	10:06	10:16	10:26	10:36	12.7
Medora.....	Warren.....	10:21	10:31	10:41	10:51	4.5
Cool.....	Warren.....	10:36	10:46	10:56	11:06	3.6

City or Town	County or Parish	First Car Leaves	Second Car Leaves	Third Car Leaves	Other Cars Leaves	Miles
Indianola.....	Warren.....	11:07	11:17	11:27	11:37	10.1
Somerset.....	Warren.....	11:27	11:37	11:47	11:57	6.1
Des Moines.....	Arrive.....	12:18	12:28	12:38	12:48	12.6

NOON AND NIGHT CONTROL—Drivers should look over their cars and see they are supplied with oil, gas, water and tires at night. There will be no time in morning. The home of two members of International Board. Visit the "civic center."

DES MOINES, CAPITAL OF IOWA, SUNDAY, JULY 13, LEAVE AT 8 A. M.

Ankeny.....	Polk.....	8:45	8:55	9:05	9:15	12.2
Cambridge.....	Story.....	9:30	9:40	9:50	10:00	13.6
Nevada.....	Story.....	10:15	10:25	10:35	10:45	12.4

The Jefferson crosses the Lincoln Highway here.

Colo.....	Story.....	10:40	10:50	11:00	11:10	7.2
Zearing.....	Story.....	11:05	11:15	11:25	11:35	10.2
Hubbard.....	Hardin.....	11:45	11:55	12:05	12:15	10.3

Hubbard is up on schedule. They said so.

Iowa Falls.....	Arrive.....	12:30	12:40	12:50	1:00	15.9
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LUNCH here as each car arrives and proceed on schedule. Another worth while stop.

Iowa Falls.....	Hardin.....	2:00	2:10	2:20	2:30	0.0
Hampton.....	Franklin.....	3:00	3:10	3:20	3:30	18.1
Chapin.....	Franklin.....	3:25	3:35	3:45	3:55	6.2
Sheffield.....	Franklin.....	3:55	4:05	4:15	4:25	4.0
Rockwell.....	Cerro Gordo..	4:30	4:40	4:50	5:00	6.7
Mason City.....	Arrive.....	5:20	5:30	5:40	5:50	11.7

NIGHT CONTROL—Inspect and supply cars at night. No time next morning.

The monument in the public square at Mason City to the memory of Iowa soldiers who fell at the battle of Pleasant Hill, in Louisiana, will be of great interest to the visitors. Dinner at Country Club and enormous road meeting tonight is announced. "The Home of Concrete."

MASON CITY, METROPOLIS OF NORTHERN IOWA, MONDAY, JULY 14, LEAVE AT 8 A. M.

Freeman.....	Cerro Gordo..	8:15	8:25	8:35	8:45	5.0
Manly.....	Worth.....	8:40	8:50	9:00	9:10	6.0
Kensett.....	Worth.....	9:00	9:10	9:20	9:30	4.8
Northwood.....	Worth.....	9:27	9:37	9:47	9:57	6.7

MINNESOTA—

Glenville.....	Freeborn.....	10:07	10:17	10:27	10:37	11.2
Albert Lea.....	Freeborn.....	10:40	10:50	11:00	11:10	8.0
Geneva.....	Freeborn.....	11:25	11:35	11:45	11:55	14.3
Owatonna.....	Arrive.....	12:20	12:30	12:40	12:50	18.4

LUNCH here. Occupants of each car will please lunch on arrival, not waiting for other cars to come up, so they can proceed in relays as provided in schedule. Hon. T. E. Cashman promises a real treat.

Owatonna.....	Steel.....	1:30	1:40	1:50	2:00	0.0
Medford.....	Steel.....	1:50	2:00	2:10	2:20	7.1
Faribault.....	Rice.....	2:10	2:20	2:30	2:40	8.8
Dundas.....	Rice.....	2:45	2:55	3:05	3:15	11.7
Northfield.....	Rice.....	3:10	3:20	3:30	3:40	3.3
Castle Rock.....	Rice.....	3:35	3:45	3:55	4:05	7.6
Farmington.....	Dakota.....	4:00	4:10	4:20	4:30	6.5
Rosemont.....	Dakota.....	4:30	4:40	4:50	5:00	7.5
St. Paul.....	Arrive.....	5:37	5:47	5:57	6:07	15.6

NIGHT CONTROL—Drivers should look over their cars and see they are supplied with oil, gas, water and tires at night. There will be no time in the morning. Entertainment here tonight. Tomorrow we cross new brial Parks Highway crossing.

ST. PAUL, TUESDAY, JULY 15, LEAVE AT 2:30 P. M.

Minneapolis.....	Arrive.....	3:30	3:40	3:50	4:00	10.0
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NIGHT CONTROL—Headquarters, Hotel Radisson. Inspect and supply cars at night. Entertainment at Minkahda Club. National Paths Highway crossing.

MINNEAPOLIS, WEDNESDAY, JULY 16, LEAVE AT 8:30 A. M.

Robbindale.....	Hennepin.....	8:55	9:05	9:15	9:25	4.0
Osseo.....	Hennepin.....	9:15	9:25	9:35	9:45	4.0
Champlin.....	Hennepin.....	9:35	9:45	9:55	10:05	5.2
Anoka.....	Anoka.....	9:50	10:00	10:10	10:20	1.0
Elk River.....	Sherburn.....	10:35	10:45	10:55	11:05	11.9
Big Lake.....	Sherburn.....	11:05	11:15	11:25	11:35	7.5
Becker.....	Sherburn.....	11:35	11:45	11:55	12:05	8.2
Clear Lake.....	Sherburn.....	12:02	12:12	12:22	12:32	7.2
St. Cloud.....	Arrive.....	12:41	12:51	1:01	1:11	12.8

LUNCH here. Occupants of each car will please lunch on arrival, not waiting for other cars to come up, so they can proceed in relays as provided in schedule. The Elks have tendered their home and its comforts unconditionally for Run Tourists today.

City or Town	County or Parish	First Car Leaves	Second Car Leaves	Third Car Leaves	Other Cars Leave	Miles
St. Cloud.....	Stearns.....	2:30	2:40	2:50	3:00	0.0
Sauk Rapids.....	Benton.....	2:50	3:00	3:10	3:20	2.4
Rice.....	Benton.....	3:11	3:21	3:31	3:41	13.3
Royalton.....	Morrison.....	4:01	4:11	4:21	4:31	7.1
Little Falls.....	Arrive.....	4:45	4:55	5:01	5:11	13.1

NIGHT CONTROL—Drivers should look over their cars at night and see they are supplied with oil, gas, water and tires. There will be no time in the morning. Get ready for a royal reception!

LITTLE FALLS, THURSDAY, JULY 17, LEAVE AT 8 A. M.

Randall.....	Morrison.....	8:41	8:51	9:01	9:11	12.0
Cushing.....	Morrison.....	9:06	9:16	9:26	9:36	6.1
Lincoln.....	Morrison.....	9:26	9:36	9:46	9:56	9.0
Staples.....	Todd.....	10:21	10:31	10:41	10:51	15.0
Verndale.....	Wadena.....	11:15	11:25	11:35	11:45	11.9
Wadena.....	Arrive.....	11:50	12:00	12:10	12:20	8.8

LUNCH here on arrival. Don't wait. Keep schedule. Wadena appreciates the Highway. 'Nuf sed!

Wadena.....	Wadena.....	2:00	2:10	2:20	2:30	0.0
Sabeka.....	Wadena.....	2:55	3:05	3:15	3:25	15.3
Menahga.....	Wadena.....	3:25	3:35	3:45	3:55	9.4
Park Rapids.....	Hubbard.....	4:27	4:37	4:47	4:57	14.0
Itasca State Park.....	Arrive.....	5:47	5:57	6:07	6:17	23.5

NIGHT AND NOON CONTROL—Drivers should look over their cars and see they are supplied with gas, oil, water and tires at night. No time tomorrow. A beauty spot. State legislature recently appropriated more funds for improvements.

ITASCA STATE PARK, FRIDAY, JULY 18, LEAVE AT 2 P. M.

Bemidji.....	Arrive.....	3:55	4:05	4:15	4:25	35.4
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NIGHT CONTROL—Inspect and supply cars at night. No time in morning. "Bemidji will do its share and a little bit more."

BEMIDJI, SATURDAY, JULY 19, LEAVE AT 8 A. M.

Solway.....	Beltrami.....	9:00	9:10	9:20	9:30	19.4
Shevlin.....	Beltrami.....	9:20	9:30	9:40	9:50	6.0
Bagley.....	Clearwater.....	9:45	9:55	10:05	10:15	6.0
Clearbrook.....	Clearwater.....	10:35	10:45	10:55	11:05	13.6
Gonvick.....	Clearwater.....	11:00	11:10	11:20	11:30	6.8
Gully (½ mi. so.).....	Polk.....	11:30	11:40	11:50	12:00	9.0
Trail.....	Arrive.....	11:50	12:00	12:10	12:20	4.0

LUNCH HERE immediately upon arrival and proceed with run on schedule. Some Trail!

Trail.....	Polk.....	1:30	1:40	1:50	2:00	0.0
Oklee (1 mi. no.).....	Red Lake.....	1:55	2:05	2:15	2:25	7.3
Brooks (½ mi. so.).....	Red Lake.....	2:38	2:48	2:58	3:08	11.2
Red Lake Falls.....	Red Lake.....	3:53	4:03	4:13	4:23	16.5
St. Hilaire.....	Pennington.....	4:54	5:04	5:14	5:24	12.0
Thief River Falls.....	Arrive.....	5:30	5:40	5:50	6:00	9.0

NIGHT CONTROL—Inspect and supply cars at night. No time in morning. "—— in making your stay over night as pleasant as possible."

THIEF RIVER FALLS, SUNDAY, JULY 20, LEAVE AT 7:30 A. M.

Early start necessary, as this is the longest day's run in addition to having to pass through the customs at the international boundary.

Karlstad.....	Kitson.....	10:03	10:13	10:23	10:33	51.0
Halma (1 mi. E.).....	Kitson.....					
Bronson.....	Kitson.....	11:02	11:12	11:22	11:32	16.5
Hallock.....	Arrive.....	12:01	12:11	12:21	12:31	16.4

LUNCH HERE—Please lunch immediately upon arrival in order to maintain schedule. The last lunch in U. S. A. on this Run.

Hallock.....	Kitson.....	1:00	1:10	1:20	1:30	0.0
Northcote.....	Kitson.....	1:21	1:31	1:41	1:51	6.1
Humboldt.....	Kitson.....	1:42	1:52	2:02	2:12	6.0
St. Vincent.....	(1 mi. W.).....	2:03	2:13	2:23	2:33	6.0
Noyes.....	(Boundary).....	3:05	3:15	3:25	3:35	5.0

American and Canadian Customs Houses must be passed, but Canadian graciousness has arranged for little, if any, inconvenience.

CANADA—

Emerson.....		3:35	3:45	3:55	4:05	1.0
Letellier.....		4:15	4:25	4:35	4:45	12.0
St. Jean.....		4:45	4:55	5:05	5:15	8.9
Morris.....		5:10	5:20	5:30	5:40	6.2
St. Agatha.....		6:00	6:10	6:20	6:30	16.4
St. Norbert.....		6:45	6:55	7:05	7:15	14.7
St. Vital.....		6:57	7:07	7:17	7:27	4.2
WINNIPEG.....	Arrive.....	7:13	7:23	7:33	7:43	5.5

The end of the journey, but the beginning of a grand, good time.



Sign at Straightaway



MILEAGE
Winnipeg to St. Paul

Read Down	Read Up	Intermediate	Station
000.0	557.5	00.0	Winnipeg
5.5	552.0	5.5	St. Vital
9.7	547.8	4.2	St. Norbert
24.4	533.1	14.7	St. Agatha
40.8	516.7	16.4	Morris
47.0	510.5	6.2	St. Jean Baptiste
55.9	501.6	8.9	Letellier
67.9	489.6	12.0	Emerson
68.9	488.6	1.0	Noyes
73.9	483.6	5.0	St. Vincent (1 m. W.)
79.9	477.6	6.0	Humboldt
85.9	471.6	6.0	Northcote
92.0	465.5	6.1	Hallock
108.4	459.1	16.4	Bronson
124.9	442.6	16.5	Halma (Just to E.)
168.6	398.9	43.7	Karlstad
177.6	389.9	9.0	Thief River Falls
189.6	377.9	12.0	St. Hilaire
206.1	361.4	16.5	Red Lake Falls
217.3	350.2	11.2	Brooks (1/2 m. S.)
224.6	342.9	7.3	Oklee (1 m. N.)
228.6	338.9	4.0	Trail
237.6	329.9	9.0	Gully (1/2 m. S.)
244.4	323.1	6.8	Convick
258.0	309.5	13.6	Clearbrook
264.0	303.5	6.0	Bagley
270.0	297.5	6.0	Shevelin
289.4	278.1	19.4	Solway
324.8	242.7	35.4	Bemidji
348.3	219.2	23.5	Itasca State Park
362.3	205.2	14.0	Park Rapids
371.7	195.8	9.4	Menabga
387.0	180.5	15.3	Sebeka
395.8	171.7	8.8	Wadena
407.7	159.8	11.9	Aldrich
422.7	144.8	15.0	Verndale
431.7	135.8	9.0	Staples
437.8	129.7	6.1	Lincoln
449.8	117.7	12.0	Cushing
462.9	104.6	13.1	Randall
470.0	97.5	7.1	Little Falls
483.3	84.2	13.3	Royalton
485.7	81.8	2.4	Rice
498.5	69.0	12.8	Sauk Rapids
505.7	51.8	7.2	St. Cloud
513.9	43.6	8.2	Clear Lake
521.4	36.1	7.5	Becker
533.3	24.2	11.9	Big Lake
539.5	18.0	6.2	Elk River
543.5	14.0	4.0	Anoka
547.5	10.0	4.0	Osseo
557.5	00.0	10.0	Robbinsdale
			Minneapolis
			St. Paul

Kansas City to Joplin (Thru Kansas)

Read Down	Read Up	Intermediate	Station
00.0	203.8	00.0	Kansas City
30.5	173.3	30.5	Olathe
35.9	167.9	5.4	Bonita
38.9	164.9	3.0	Ocheltree
40.7	163.1	1.8	Spring Hill
48.0	155.8	7.3	Hillsdale
55.1	148.7	7.1	Paola
67.1	136.7	12.0	Osawatomie
73.2	130.6	6.1	Beagle
81.3	122.5	8.1	Cadmus
91.4	112.4	10.1	Farlinville
99.4	104.4	8.0	Mound City
106.5	97.3	7.1	Manty
113.7	90.1	7.2	Fulton
125.5	78.3	11.8	Ft. Scott
140.0	63.4	14.9	Anna
149.1	54.7	8.7	Farlington
157.2	46.6	8.1	Girard
162.4	41.4	5.2	Washer
171.2	32.6	8.8	Pittsburg
180.7	23.1	9.5	Opolis
196.8	7.0	16.1	Carl Junction
203.8	00.0	7.1	Joplin

St. Paul to Kansas City

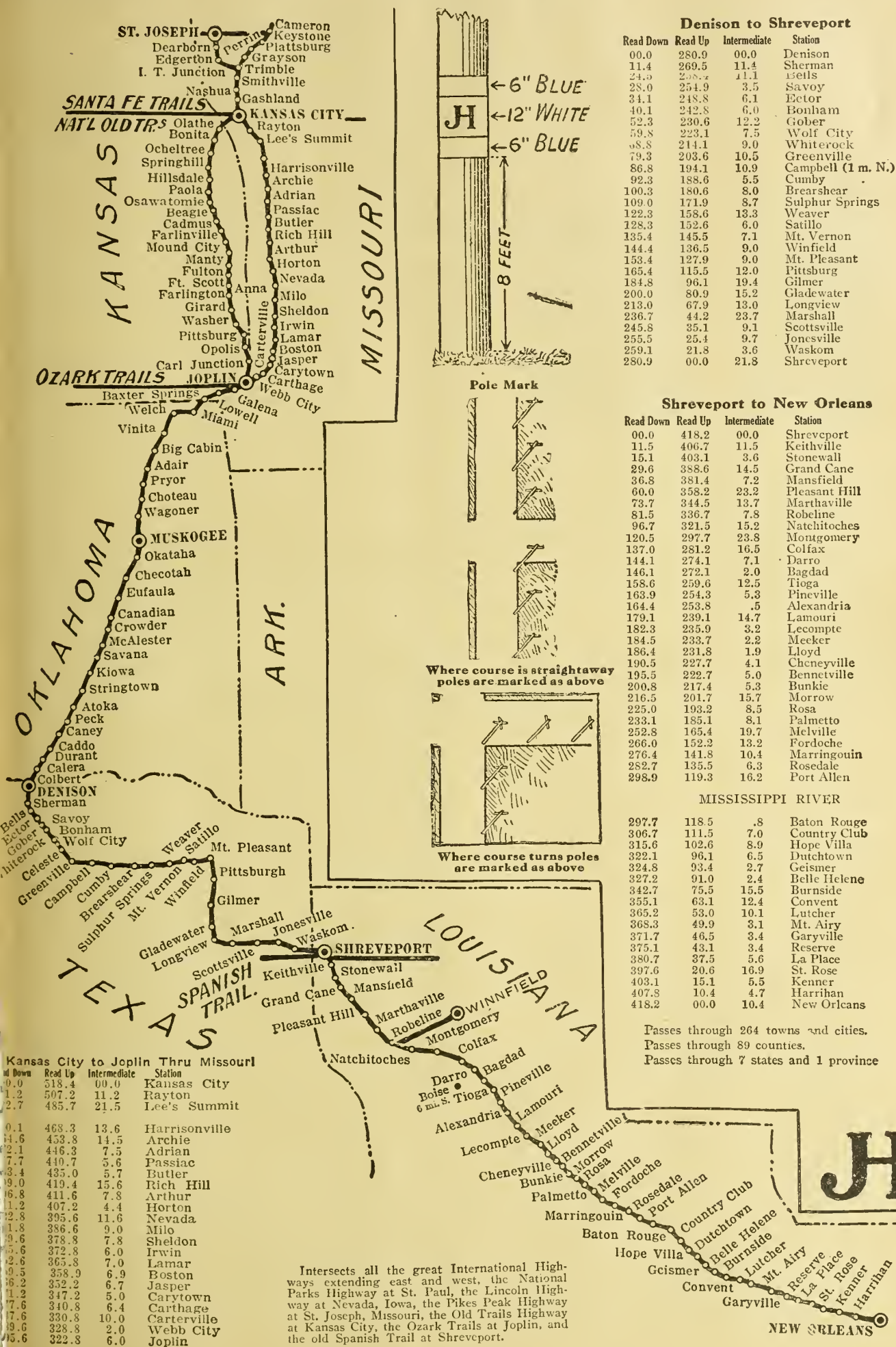
Read Down	Read Up	Intermediate	Station
00.0	503.0	00.0	St. Paul
15.6	487.4	15.6	Rosemount
23.1	479.9	7.5	Farmington
29.6	473.4	6.5	Castle Rock
37.2	465.8	7.6	Northfield
40.5	462.5	3.3	Dundas
52.2	450.8	11.7	Faribault
61.0	442.0	8.8	Medford
68.1	434.9	7.1	Owatonna
86.5	416.5	18.4	Geneva
100.8	402.2	14.3	Albert Lea
108.8	394.2	8.0	Glenville
120.0	383.0	11.2	Northwood
126.7	376.3	6.7	Kensett
131.5	371.5	4.8	Manly
137.5	365.5	6.0	Freeman
142.5	360.5	5.0	Mason City
154.2	348.8	11.7	Rockwell
160.9	342.1	6.7	Sheffield
164.0	338.1	4.0	Chapin
171.1	331.9	6.2	Hampton
189.2	313.8	18.1	Iowa Falls
205.1	297.9	15.9	Hubbard
215.4	287.6	10.3	Zearing (1/2 m.)
225.6	277.4	10.2	Colo
232.8	270.2	7.2	Nevada
245.2	257.8	12.4	Cambridge
258.8	242.2	13.6	Ankeny
271.0	230.2	12.2	DES MOINES
283.6	219.4	12.6	Somerset
289.7	213.3	6.1	Indianola
300.1	202.9	10.4	Cool
303.7	199.3	3.6	Medora
308.2	194.8	4.5	Liberty
320.9	182.1	12.7	Osceola
331.1	171.9	10.2	Weldon (1 1/2 E.)
333.1	169.9	2.0	Van Wert (1 1/2 W.)
343.1	159.9	10.0	Leon
352.2	150.8	9.1	Davis City
359.5	143.5	7.3	Lamoni
373.6	129.4	14.1	Eagleville
389.3	113.7	15.7	Bethany
392.1	110.9	2.8	Junction
399.7	129.8	7.6	New Hampton
408.0	121.5	8.3	Albany
423.9	105.6	15.9	Ford City
430.8	98.7	6.9	King City
439.5	90.0	8.7	Union Star
448.8	80.7	9.3	Rochester
456.9	72.6	8.1	Avenue City
466.2	63.3	9.3	ST. JOSEPH
487.0	42.5	20.8	Dearborn
495.7	33.8	8.7	Edgerton
502.1	27.4	6.4	Trimble
508.8	20.7	6.7	Smithville
515.3	14.2	6.5	Nashua
519.0	10.5	3.7	Gashland
529.5	00.0	10.5	Kansas City

VIA CAMERON

Read Down	Read Up	Intermediate	Station
392.1	110.9	2.8	Junction
410.8	92.2	18.7	Pattonsburg
424.6	78.4	13.8	Winston
439.6	63.4	15.0	Cameron
448.6	54.4	9.0	Keystone
454.1	48.9	5.5	Perrin
462.1	40.9	8.0	Plattsburg
470.6	32.4	8.5	Grayson
475.6	27.4	5.0	Trimble-Junction
482.3	20.7	6.7	Smithville
488.8	14.2	6.5	Nashua
492.5	10.5	3.7	Gashland
502.0	00.0	10.5	Kansas City

Kansas City to Denison

Read Down	Read Up	Intermediate	Station
00.0	518.4	00.0	Kansas City
For Kansas Route, See Left-hand at Top.			
For Missouri Route, See Right-hand at Bottom.			
195.6	322.8	6.0	Joplin
204.6	313.8	9.0	Galena
208.6	309.3	4.0	Lowell
211.7	306.7	3.1	Baxter Springs
230.2	288.2	18.5	Miami
242.4	276.0	12.2	Welch
261.9	256.5	19.5	Vinita
272.2	246.2	10.3	Big Cabin
281.5	236.9	9.3	Adair
292.4	226.0	10.9	Pryor
303.0	215.4	10.6	Choteau
320.3	198.1	17.3	Wagoner
334.3	184.1	14.0	Muskogee
355.1	163.3	20.8	Okatula
364.1	154.3	9.0	Checotah
380.1	138.3	16.0	Eufaula
392.1	126.3	12.0	Canadian
396.2	122.2	14.1	Crowder
411.6	106.8	15.4	McAlester
420.2	98.2	8.6	Savanna
428.8	89.6	8.6	Kiowa
449.7	68.7	20.9	Stringtown
457.7	60.7	8.0	Atoka
463.1	55.3	5.4	Peck
471.3	47.1	8.2	Caney
481.1	37.3	9.8	Caddo
494.0	24.4	12.9	Durant
499.8	18.6	5.8	Calera
509.4	9.0	9.6	Colbert
518.4	0.0	9.0	Denison



HOT SHOTS FROM THE TRENCHES

From "Palm Pine" the Most Gracious Entertainment Will Be Provided for the Distinguished Members of the Official Party of the Jefferson Highway Sociability Run

— Build Roads Now — Build Roads Now — Build Roads Now —



"Palm



To

Pine"

WALTER PARKER, vice president of the Jefferson and general manager of the New Orleans Association of Commerce, will "make a run" for the Run. The following letter will explain why he will not start with Governor Pleasant and party:

"The National Cotton Manufacturers' Association has requested the New Orleans Association of Commerce to send me to Europe in the interest of the American cotton business. I am duly conscious of the obligation I owe the Jefferson Highway Association, and it was my fondest hope that nothing would come up to interfere with the trip to Winnipeg. This matter of going to Europe is imperative and cannot be delayed. I do not see how it is possible for me to return to this country by the 30th of June. I shall do so if I can; rest assured of that."

— Build Roads Now —

"We have already planned to celebrate for the New Orleans-Winnipeg run, which we are sure will prove a success. We expect to have a lunch prepared, and I think this will interest the touring members more than any other form of celebration."—C. W. Meeks, Garyville, La.

— Build Roads Now —

"Construction work will be in progress on the West Baton Rouge link when the run is held. This will be our celebration. A delegation from this parish will point the official party at Rosedale or any other point agreed upon."—J. H. Bres, Port Allen, La., secretary West Baton Rouge Parish J. H. Association.

— Build Roads Now —

"I shall confer with the directors of the Chamber of Commerce and work out some program for celebration."—A. T. Felt, general secretary Alexandria (La.) Chamber of Commerce.

— Build Roads Now —

"I think Mrs. Alexander and myself will be able to join in the run. I also think my brother will be there."—J. W. Alexander, Alexandria, La.

President Thomas H. Johnson, of Winnipeg, will join the party at International Headquarters, St. Joseph, Mo., where the party will be the guests of the Commerce Club and Automobile Club the night of July 10. He advises that Run tourists who expect to forward some personal effects via express may do so, proper arrangements having been made to hold such clothing at the Customs Express Department, Winnipeg. Satisfactory arrangements have been made whereby there will be no customs duty required and very little, if any, inconvenience to the visitors. By reason of the graciousness of the officials of Manitoba and Winnipeg and the Canadian Government, slight inconvenience will be incurred at the border.

— Build Roads Now —

Hon. Frederick D. Gardner, governor of Missouri:

"At the present time it looks as though I could be with the party for at least a day or two."

— Build Roads Now —

"I have already taken up with Governor Burnquist and Mayor Hodgson the question of their joining the party at the Iowa state line, and if possible accompanying the party to Winnipeg. In any event I hope to have both of them join the party from the Iowa state line to St. Paul."—J. H. Beek, president Minnesota Division.

— Build Roads Now —

From W. N. King, president Texas Division: "Governor Hobby writes that the legislature may be in session at that time, and if so, the pressure of official duties would prevent his leaving Austin. He says, however, that if the legislature should not be in session, he knows of nothing that would give him more pleasure than to take part in the Sociability Run and greet the distinguished gentlemen who are to compose the party when they visit Texas."

— Build Roads Now —

SEMI-ANNUAL MEETING INTERNATIONAL BOARD OF DIRECTORS JEFFERSON HIGHWAY ASSOCIATION AT WINNIPEG, CANADA

TUESDAY AND WEDNESDAY, JULY 22 AND 23, 1919.

HEADQUARTERS, FORT GARRY HOTEL.

— Build Roads Now —

"I hasten to assure you that it will please us most wonderfully to be honored by the contemplated visit, and await your commands as to our part in the entertainment."—W. H. Gabbert, Dearborn, Mo.

"IT will be the pleasure of the Highway Club in this parish to make the arrival of the Louisiana party an occasion for the celebration of the completion of this section of the Jefferson Highway and to show the appreciation of this community to the place of honor accorded the Bunkie car in the run."—R. D. Nibert, secretary of Business Men's League of Bunkie, La.

— Build Roads Now —

"We would be very glad and feel highly honored to have you make a noon control for the run at St. Cloud July 16, and in behalf of our lodge I wish to extend for your use our home, its cafe and whatever other comforts we can lend to make your stay in our city pleasant and of lasting remembrance to those who make the run."—A. J. Gamm, secretary St. Cloud Lodge No. 516, B. P. O. E.

— Build Roads Now —

"We are pleased to note that you will make a noon control for the run at Owatonna. Our people will be glad to receive and take care of your party."—Hon. T. E. Cashman.

— Build Roads Now —



Mayor Hodgson of St. Paul will probably meet the Run at the Iowa line and extend a cordial greeting.

"We shall be glad to have the party making up your Sociability Run over the Jefferson stop at Natchitoches. We are planning to entertain your party at luncheon."—V. L. Roy, president State Normal School.

— Build Roads Now —

"I have taken the matter of the run up with several of our best and progressive citizens and we are all highly elated over the prospect of having you and your distinguished party here with us. We do not want to be disappointed and will expect you here without fail on schedule time."—G. G. Marshman, Hubbard, Iowa.

"I am directed by Mr. T. A. Potter, the president of the Mason City Chamber of Commerce, to extend to you and your party an invitation to spend the evening of July 13 with us. At this time we will have a good roads meeting to which an invitation to attend will be sent every good roads enthusiast in this section of the state, particularly those residing on the Jefferson Highway. A dinner will be given your party at the Mason City Country Club."—A. M. Schanke, chairman Good Roads Bureau.

— Build Roads Now —

"It is needless to say that our people will welcome you and your party to Mound City."—O. Jay Strong, secretary Mound City (Kan.) Commercial Club.

— Build Roads Now —

"OF course we want you to stop here as long as you will. I wish you could make your stop at Greenville July 4. On that date Greenville is going to give a big barbecue at a cost of \$8,000, when the whole county will be here to celebrate our \$2,000,000 county bond issue for good roads. Never before was there more interest in highways. Keep me posted as to progress of Sociability Run."—Fred E. Horton, Greenville, Texas.

"P. S.—Always count Hunt County in on the Jefferson Highway."

— Build Roads Now —

"I am indeed highly pleased that this Sociability Run is going to be pulled off, and you can rest assured that Bemidji will do its share, and a little bit more, to make it a success."—W. Z. Robinson, Bemidji, Minn.

— Build Roads Now —

"We are certainly very glad to know that this is to be a night control. As soon as we get the schedule we will arrange to meet you and we will see that all of your party leaves Miami with a smile."—H. B. Cobban, secretary Miami Chamber of Commerce.

— Build Roads Now —

"I have assurances that our people will do their part in making your stay over night here as pleasant as possible and will be glad to have you make this a night control."—Daniel Shaw, Thief River Falls, Minn.

— Build Roads Now —

"We will entertain the official party here July 2, and Mrs. Joseph and I will join the Sociability Run this summer if it is possible for us to get away at that time."—H. S. Joseph, M. D., Melville, La.

— Build Roads Now —

"We will be pleased to have you in Joplin at noon, July 8."—H. C. Murphy, president Joplin Special Road District.

— Build Roads Now —

"Our people would be glad to have you arrange the itinerary so as to reach Albany July 11."—Judge T. N. Rigney, president Albany (Mo.) Commercial Club.

THE MODERN HIGHWAY

Published Monthly by

JEFFERSON HIGHWAY ASSOCIATION

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J. D. CLARKSON
Editor


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Volume IV

JUNE, 1919

Number 5

SEMI-ANNUAL MEETING INTERNATIONAL BOARD OF DIRECTORS JEFFERSON HIGHWAY ASSOCIATION AT WINNIPEG, CANADA

TUESDAY AND WEDNESDAY, JULY 22 AND
23, 1919.

HEADQUARTERS, FORT GARRY HOTEL.

365-DAY ROAD BY 1921

FOR several decades there was a certain nation that vaunted itself unabashed before the eyes of all men, smacking its broad chest in self-adulation. After years of bold self-flattery, this nation became possessed of the honest opinion that it was the chosen of God and could subdue the other nations of the world. For nearly four years it looked as though such a thing might occur.

Then there arose a sleeping giant, one who said that he loved liberty, happiness, home and contentment—all the joys of peace. He had become known as a devotee of "Peace at Any Price." We all know the story of his sudden activity.

There are on the Jefferson Highway communities that have been talking about the roads they are going to build. "Look at us," they cry at every turn of their peacock heads. "See what we have done for good roads." Day by day, however, the reports come to us that these self-glorifiers are being overshadowed.

Who in Louisiana thought that Jefferson Parish would be the one to cast a unanimous vote for 365-day roads? Who outside of that state had the faintest suspicion that Louisiana would be the first to provide for 365-day roads on the 450 miles of Jefferson Highway? In Platte and Gentry counties in Missouri, where it looked as though outside aid would be necessary to build the Highway, they have set marks



to which others may be proud to climb. And, so the story might be unfolded.

The race has become a state race. Kansas now is boasting that petitions to build hard-surfaced roads in every county along the Jefferson are in circulation, and that Kansas will be the second state to provide for a 365-Day Road for every mile of the "Vacation Route of America." Minnesota is pressing closely. Hennepin, Benton, Morrison, Rice, Sherburne, Anoka and other counties are in friendly competition to provide a permanent road for the Jefferson. Upshur County, Texas, recently voted a million dollars in bonds, and some of that will go to the J. H. In the extreme north and extreme south of Missouri there is great activity. We understand that Iowa and Oklahoma are fighting, but the only definite report seems to be that the mud is still deep and sticky.

Most of the steps have been first steps. It is to be hoped and expected that tireless persistence will see that the roads are actually constructed. Much construction work is now under way; much more will be under way within a few weeks. Let's all co-operate to see that every section of the Jefferson Highway is constructed as rapidly as physical limitations will permit.

With everybody co-operating, the Jefferson will be a 365-day road by 1921.

— Build Roads Now —

EDUCATION IS THE TONIC

THE millennium would be here, if there was no one to oppose any movement of progress. It is to rejoice that there are opponents to "tune up" the promoters. Often we berate them for their stupidity. That, however, is mighty poor medicine.

A mental condition is responsible for this attitude. Certain grooves, as deep as the ruts past their farms after a wet winter, have been cut into their brains by the continuous travel of trains of predominating thoughts. They are familiar with those things which have formed the ruts. In order to drag the ruts out of the brain—cover up and eliminate the grooves—a new procession of impressions must be driven across the road until they have left their impression. When the new condition is substituted for the old, the man grasps the new idea more vividly than the old. His manner of thinking, his mental attitude or condition of mind is different. He is converted.

The manner in which the conversion takes place is as varied as are human whims. Most men are the product of the environment in which they live, and have lived. History records in the pages of the Book that one tyrant called Saul saw a great light on the way to Da-

mascus and thereafter was the Apostle Paul. Not only was he converted to a new life of thought and action, but he went forth to preach and teach that which he had opposed.

No logical argument or any other kind of an argument can stand against the onslaught of the "for" battalions. In some manner, peculiar to the case under analysis, the opponents of 365-day roads and the Jefferson Highway can be converted. The old ruts must be "dragged" until they are no more. With but few exceptions, the groper in the dark has become the most ardent apostle and preacher when he has seen the light.

— Build Roads Now —

"GIVE THEM A CHANCE"

Louisiana parishes are loyally endeavoring to comply with the appeal of the chief officials of the government to inaugurate public improvements to provide labor until the soldiers are all home and every man settled in his own niche again.

Grant Parish has enough money on hand to extend the hard-surfaced Jefferson Highway entirely through the parish.

Iberville Parish has arranged an election to vote an issue of bonds to build permanent highways.

Lafayette has received \$50,000 from the government to add to the \$200,000 of local funds now available for road building.

There is scarcely a parish in Louisiana which has not funds already on hand for improving roads or is not planning to obtain funds.

The one thing that will block all this expenditure for public improvement is an increase of the freight rate on material for building roads. Much of such material must be transported long distances by rail. If freight rates are increased, the road building plans in many parishes must be abandoned.

Is Mr. Walker Hines, government head of the railroads, going to nullify the efforts of these communities to respond to the appeal made by other government department heads for the performance of a patriotic duty?—*New Orleans Item*.

"Park Rapids will give you a warm and hearty welcome. Mrs. Rice and I are now planning to meet you down the road as far as possible and finishing the trip with you."—L. H. Rice, Park Rapids, Minn.

MAKING THE MOST OF IT

MANY of the towns on the Jefferson Highway are going to make a gala affair out of the day when the Sociability Run goes through by having all-day programs, except at the specific time when the Run goes through. When the cars of the Run begin to arrive, the local programs will be halted and the time that the Run will be in town will be given over to meeting, greeting and hearing from the visitors.

MUST HAVE NATIONAL SYSTEM

A Conference with Senator Townsend, Chairman on Committee on Postoffices and Post Roads, Was Attended by Representatives of a Preponderating Public Sentiment Throughout the Nation.

— Build Roads Now — Build Roads Now — Build Roads Now —

Washington, D. C., May 20.—At a conference held today, called by Senator Townsend, the incoming chairman of the Senate Committee on Postoffices and Post Roads, consideration was given by men prominent in national affairs to a national measure providing for a connected system of main highways to be constructed outright by the Federal Government. In the closing days of the Sixty-fifth Congress, Senator Townsend introduced a measure for a national highways system with a view to a re-introduction of the measure at the succeeding session of Congress, taking advantage in the meantime of all constructive thought, so that the bill might as nearly as possible fully meet national needs. Constructive suggestions have been brought out to such an extent as to assure a comprehensive and well balanced measure which, if enacted into law, will result in a national system of highways, built and maintained by the Federal Government under the supervision of a commission dealing exclusively with this one phase of national activity.

While the conference was made up of individuals prominent in the national field, it was strikingly evident that the men present represented a preponderating public sentiment

throughout the nation. Roy D. Chapin, former chairman of the Highways Transport Committee of the Council of National Defense, took a prominent part in the conference, as did T. C. Atkeson, member of the executive committee of the National Grange; Elliot C. Goodwin, general secretary of the Chamber of Commerce of the United States; George P. Coleman, chairman of the executive committee of the American Association of State Highway Officials; George C. Diehl, chairman of the Good Roads Board of the American Automobile Association; S. M. Williams and H. G. Shirley, president and secretary respectively of the Highway Industries Association and the Federal Highways Council; Pyke Johnson, secretary of the highways committee of the National Automobile Chamber of Commerce and representative of the National Automobile Dealers' Association; W. O. Rutherford, representing the Motor and Accessory Manufacturers' Association; J. E. Pennybacker, formerly chief of management of the Bureau of Public Roads and now director of roads of the American Automobile Association; A. R. Hirst, president of the American Association of State Highway Officials. Other state highway offi-



cials present were Col. W. D. Uhler, chief engineer, Pennsylvania State Highway Department; Paul D. Sargent, chief engineer, Maine State Highway Department; Max L. Cunningham, state engineer of Oklahoma; W. S. Keller, state highway engineer of Alabama; Ira R. Browning, state road engineer of Utah.

Predominating sentiment was expressed as to the necessity for a comprehensive and specific national policy in regard to highways.

— Build Roads Now — — Build Roads Now — — Build Roads Now —

MISSOURI DISPOSES OF MUD ROADS

Legislature Enacts into Law Measures Providing for the Expenditure of \$18,000,000 to \$20,000,000 on System of State Roads.

— Build Roads Now — — Build Roads Now — — Build Roads Now —

By Geo. E. McNinch, Vice-Chairman, Missouri State Highway Department.

THE Fiftieth General Assembly of Missouri, having just finished the long session of 120 days, enacted the most constructive

road law ever enacted by any state, making a fair distribution of State and Federal aid in all the counties of the state; giving the State Highway Department more authority and more initiative. Under the amended Hawes Road Law, known as the Morgan - McCullough Road Law, the State Highway engineer shall, subject to the approval of the State High-

way Board, select a system of 6,000 miles of roads for construction during the years 1919, 1920 and 1921, known as State Roads. Each county shall have not less than 50 miles.



GEORGE E. MCNINCH

All State Roads shall have a right-of-way of at least 40 feet.

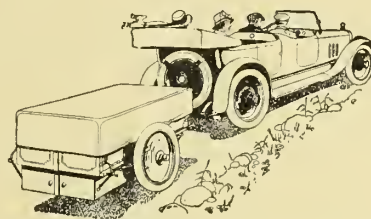
There shall be appropriated by the State and Federal governments \$1,200 per mile on all the 6,000 miles of State Roads, to grade, build culverts and bridges under 20-foot span, at no cost to the counties. All grading and bridge construction under this act must be in accordance with typical plans and specifications of the State and Federal governments, which will make uniform the State Road system.

DO NOT UNDERSTAND THIS ACT IS A DIRT ROAD PROGRAM, a waste and a dissipation of millions of dollars, as has frequently been quoted by knockers. IT IS IN FACT A BETTER ROAD PROGRAM.

It does not follow that \$1,200 per mile will be spent on any state road unless it is ample to build a road substantial in character that will take care of the needs of the community, taking into consideration the population, traffic requirements and road building materials at hand, always remembering that all state

road constructions must meet the requirements of the State Highway Department and Federal Government.

Should a county, civil subdivision or persons interested, desire to build a better road than \$1,200 per mile, upon application to the State Highway Department, agreement may be reached for a better type of construction. The State and Federal governments not only will pay the \$1,200 per mile, but also half of the excess cost over and above the \$1,200 allowed on each mile of state road. Therefore, a county, civil subdivision or persons interested could build, for example, a state road costing \$10,000 per mile at a cost to them of only \$4,400 per mile, while the state and government would pay \$5,600 per mile.



"Auto Kamp" Trailer

Camp can be pitched in seven minutes—comfortable, compact, complete



Electric
Lighted

St. Joseph Tent & Awning Co.
ST. JOSEPH, MO.



LONGWOOD DRIVE, CHICAGO
Stanolind Paving Asphalt was used
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Macadam Road.

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THE PRESIDENT OF THE LONGWOOD DRIVE ASSOCIATION
WROTE TO THE CONTRACTOR WHO LAID THIS ROAD

"At a recent meeting of the Officers and Directors of this Association, the question of our pavement was brought up for discussion, and it was the consensus of opinion that it is absolutely the best street of its kind in Chicago, after three years of service in extreme weather."

That letter was written a year ago and the road is as good today as it was the day it was finished.

Write for our free booklet "STANOLIND PAVING ASPHALT." It gives reliable information and complete data on Asphalt-Macadam and other types of asphalt roads.

STANDARD OIL COMPANY 910 SOUTH MICHIGAN AVENUE
CHICAGO, ILLINOIS
(INDIANA)

We also manufacture road oil for dust laying purposes

The law does not contemplate that \$1,200 shall be spent on each and every mile, whether needed or not, but a lesser amount may be spent and a greater amount where needed. In other words, one mile may need little or no money spent on grading, while some other mile may require \$2,400 spent, on account of cutting hills.

Under the provisions of this act the State Highway Department is authorized to make surveys and deduct the cost from the \$1,200 per mile of such survey, however, not exceeding a cost of \$100 per mile. It is also provided that counties, civil subdivisions or persons interested, may secure their own engineer and furnish the necessary survey at their cost.

It is further provided that all counties desiring to participate in State and Federal aid on state roads must make the maximum road tax levies as required by Section 15, Laws of Missouri, 1917.

What an opportunity to build 365-day roads in Missouri! Will the Jefferson Highway let this opportunity go by? When the State and Federal governments pay \$1,200 more than one-half on each mile, will you at once raise the rest? What is your answer?

The year 1919 will soon go by and with it \$6,000,000, part of which you should have. GET BUSY TODAY.

— Build Roads Now —
PROJECT IS COMPLETE

THE \$25,000 drawbridge over Bayou Manchac at Hope Villa, La., has been opened to traffic. It forms a very important link in the Jefferson Highway. While the

parishes of East Baton Rouge and Ascension built the bridge, the impetus which caused the actual construction was given by Jefferson officials. Two years have been spent in constructing it. An old rope ferry has been displaced. For more than 100 years the project to build the bridge hung in the balance, the idea being "considered" all of that time. The formal dedication of the bridge will occur during the Sociability Run.

— Build Roads Now —

MORE HARD ROADS FOR IOWA

The Hawkeye State Continues in the Race in Which She Long Has Led.

THE road bill and motor vehicle bill passed both houses of the Thirty-eighth General Assembly during the closing weeks of the session. They are accorded the distinction of being among the greatest constructive measures which were ever put on the statute books in Iowa. It is predicted by students of road and highway construction that under these measures Iowa will undertake road building projects that will involve the expenditure of from fifty to one hundred million dollars annually and will change the road map of the state in many localities. Many communities are reported to be ready to at once begin preparations for hard surfacing under this bill, which is now in full force and effect. The motor vehicle bill does not become operative until December of this year. It will double the pleasure car fees and bring in under the present registration some \$7,000,000 annually.

BUCHANAN FINISHES THE JOB

**Farmers on the Dallam-Lamar Road Raised \$2,500 to Land Jefferson Highway—
An Important Link.**

WHEN the State Highway Board of Missouri approved the project to build the Jefferson Highway south of St. Joseph to Faucett, of monolithic brick pavement at \$35,000 a mile, and the hustlers of Platte County produced \$17,000 to shape the road so that the Jefferson would go over it into Kansas City, there remained a section in Buchanan County for which no provision had been made. In other words, there was about four miles between the two projects. Now, this road is known as the Dallam-Lamar road. For the next few years it will probably be known locally as the Dallam-Lamar section of the Jefferson Highway.

The Highway did not go over this road. However, the people along it have qualified in memberships and subscriptions to the Modern Highway, and as soon as the road is ready to handle Jefferson Highway traffic, the marks will be placed on it.

But this is what happened when the "missing link" appeared. The two men for whom the road is named, W. R. Dallam and C. C. Lamar, went to their neighbors, offering property owners the opportunity of subscribing and signing a petition to the County Court, asking that the road be graded to specification. When they were done canvassing, their list showed that \$2,500 had been subscribed in amounts from \$5 to \$200 each, to be used in doing the work. The actual checks were presented to the court, along with the petition, and the court met the proposition by giving \$4 to every \$1 which had been raised. Early action was also promised.

With the understanding that it was for the purpose of bringing the Jefferson Highway over it, each property owner gave his full consent to allow the road to be cut and graded as was required by the engineers. All claims for damages were relinquished with one exception. This exception put into concrete form the basis upon which each farmer had made his subscription.

"The H. J. Warren Hill," it reads, "to be cut to a depth not to exceed five feet, measured from the high point of the hill of the present road and the bank running full length of the yard shall not be sloped to exceed one foot in five, and that this grade shall be on the section line. But, provided the road on which this hill is located is officially approved as a part of the Jefferson Highway and hard surface is assured, we waive exceptions." The

cut referred to is directly in front of Warren's home.

The exception was attached to the original petition and subscription list and was signed by Warren. With this link assured, the Highway is fast on its way to becoming a 365-day road between St. Joseph and Kansas City. When the marks are put on this section, traffic over the Jefferson will go directly south instead of turning east through Faucett at the edge of the village.

— Build Roads Now —

SEMI-ANNUAL MEETING INTERNATIONAL BOARD OF DIRECTORS JEFFERSON HIGHWAY ASSOCIATION AT WINNIPEG, CANADA

**TUESDAY AND WEDNESDAY, JULY 22 AND
23, 1919.**

HEADQUARTERS, FORT GARRY HOTEL.

DIRECTORY Garages and Hotels

YOUR HOTEL

Should be chosen with thought of its safety, comfort and character. These are always evidenced at the beautiful Saint Paul. It is fire-proof; every room has private bath; and the management aims at the high ideals that prevade your private home.

Rooms from \$2 single and \$3 double

**Excellent restaurants serve the choicest food of
the world**



THE SAINT PAUL
In Saint Paul

TRAIL STATE BANK

Trail, Polk County, Minnesota

On the Jefferson Highway

6% PAID ON TIME DEPOSITS

RESOURCES OVER \$140,000.00

NEVADA HOTEL NEVADA, IOWA

A Modern Hotel with Sleeping Porches Screened In. Surrounded by Large Grounds. Situated on Jefferson Highway. American Plan Rates, \$2.25 per day. Excellent Garage Accommodations.

JOHN F. BEEBE, Proprietor.

IN THE WAKE OF THE O. C.

THE official car left International Headquarters at St. Joseph Friday, April 25, with its ultimate destination New Orleans. General Manager Clarkson and the publicity commissioner are the crew. They will steer through Kansas, Missouri, Oklahoma, Texas and Louisiana in time to start back up the Jefferson Highway with the official party on the greatest sociability run in history. As they float along, which literally must be done at times, they will spread the gospel of the Jefferson Highway, and at intervals chart the route. Sidelights on the official log of the traveling headquarters of the Jefferson Highway will hereafter find their way into this department.

— Build Roads Now —

The second day out was broken by a most delightful surprise at the hands of Allen Thompson, of Nashua, Mo. From Smithville an appointment had been made with him. As the O. C. drew up in front of the bank, Mr. Thompson appeared on the dock to welcome the official party. He not only announced a big chicken dinner, but piloted the newly arrived to "some dinner" which was being served by the ladies of the Catholic Church, to raise funds to put an artistic fence around the little meeting house which stands near the Jefferson Highway. And, while passing, that is a wonderfully constructed little edifice.

— Build Roads Now —

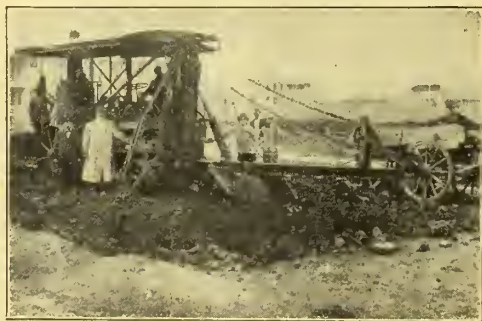
As the general manager said, "Rosedale was up and running around before we knew there was such a baby." And so it was that Rosedale, Kan., broke onto the Jefferson Highway. Our brief visit there convinced us that Rosedale is one of the liveliest Jefferson Highway children.

— Build Roads Now —

The marking through Linn County, Kansas, is excellent. Although the official car was driven over mud roads after dark, there was never any other feeling in Linn but that of supreme confidence in the directing pole marks

KEYSTONE 10-TON TRACTION SHOVEL

For Road Grading, Ditching, Back-filling, Etc.



Is light enough to cross culverts and small bridges safely; self-moving over steep and hilly roads; easily operated and low priced. Descriptive Bulletin on request. Handles three kinds scoops; Dipper for side hill excavation; Ditcher, for trenches, and Skimmer, here illustrated, for road grading. Economically lifts 6-inch cut, leaving finished surface, any desired slope within half circle 32 feet in diameter. Capacity 300 to 400 cubic yards per day.

KEYSTONE DRILLER COMPANY

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THE JEFFERSON HIGHWAY GARAGE,

Smithville, Mo.

Lubricating Oils, Gasoline, Accessories, Storage, Repairing. The best equipment and service.

J. H.

GARAGE,

Nashua, Mo.

Welding, General Repairing and Accessories. Phones 1612 Gashland, or 3512 Liberty.

Hotel Muehlebach

BALTIMORE AVENUE AND TWELFTH STREET
Kansas City, Mo.



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New Fireproof Rooms

Rate from \$2.00

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Utility - Service - Elegance

Operated By

Whitmore Hotel Co.

Under the Personal Direction of
S.J. Whitmore and Joseph Reichl

Public Garage

PHONE 35.

BUTLER, MO.

Opposite Fraternal Inn.

Ford Sales and Service Station

Ladies' Waiting Room in Connection.

F.&A. Garage and Battery Station

FERGUSON & ALEXANDER

OSAWATOMIE, KANS. BOTH PHONES, 413

Only garage in town on J. H. LADIES' REST ROOM
Expert Repairing of Storage Batteries, Electric Starters and Generators

Eckelkamp Bros. Hardware Co.

Goodyear Tires and Tubes

Good Gasoline and Oil

Buick Agency

EUFAULA, OKLA.

and enamel signs. All of the last mentioned were set properly; that is, with the palm toward the south and the pine toward the north. That is not true in all counties.

—Build Roads Now—

Overcoats felt mighty good when we left headquarters. They looked sadly out of place down in Linn and Miami and Bourbon and Crawford counties. Bare-footed children and early spring flowers were evidence in abundance. Wheat and other vegetation was also markedly advanced over that farther north.

—Build Roads Now—

The entrance, or exit, into Rosedale is beautiful, all but one thing. The canon, they call it, needs a 365-day road, and when that finds its way into the picture it will be worth the artist's time to stop and put it onto canvas. Yes, in several spots.

—Build Roads Now—

BENTON WILL BUILD

At an important meeting at Sauk Rapids, the question of changing the route of the Jefferson Highway back to the old railroad right-of-way was discussed by a large and interested group of men. It was finally decided to allow the route to remain just where it is. Arrangements were made for a representative committee from Sauk Rapids and vicinity and Rice to petition the County Commissioners to bond the county for \$240,000 for the purpose of building State Road No. 4 this year, over which the Jefferson Highway passes. The line includes State Road No. 1, from East St. Cloud to Morrison County, and State Road No. 4, between Sauk Rapids and Foley.—Little Falls Transcript.

—Build Roads Now—

H. A. Russell, of Fort Scott, Kan., writes: "I am in receipt of the April issue of the Modern Highway and am glad to hear of the progress that is being made along the Jefferson Highway line.

"Interest in the Jefferson Highway is increasing in this state. Miami County, the only county in this state which has not circulated petitions for a hard-surfaced road on the route of the Jefferson Highway, has its petitions prepared and the prospects for the line through the county are very bright."

N. B.—Petitions completed and allowed by the commissioners May 13th.

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Complete stock carried in
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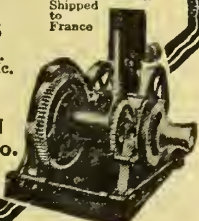
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Cement Machine Co.
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IN ONE ORDER
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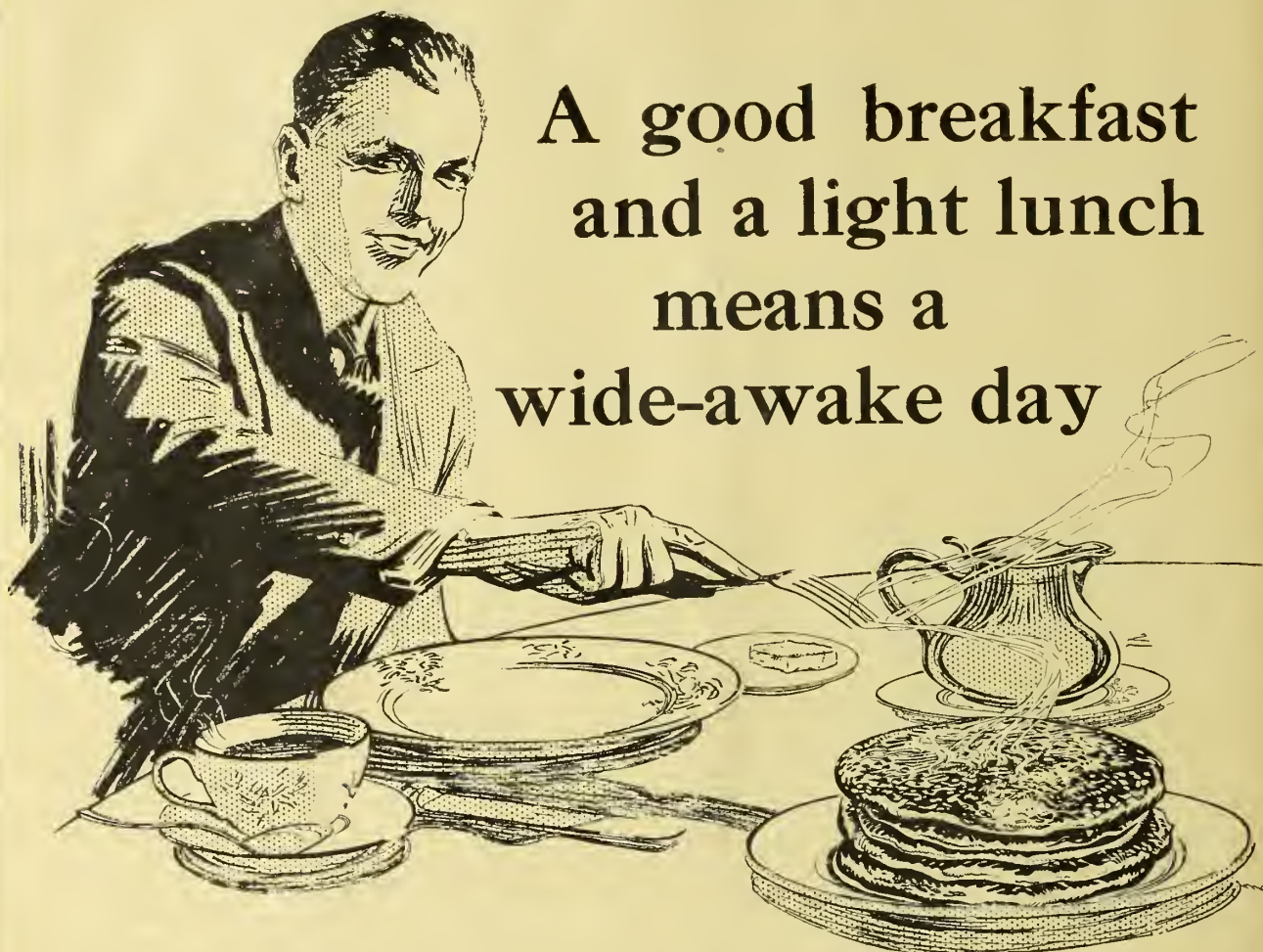
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SHREVEPORT, LOUISIANA



"If I overeat at lunch these summer days, it makes me sleepy," men are saying. Yet who can keep from ordering a big lunch when he's ravenously hungry—because a dainty breakfast only teased his appetite?

Start the day right with a man's meal, Aunt Jemima Pancakes. Big, brown and filling, they come fragrant from the griddle.

Pile on the maple syrup or honey and enjoy the best breakfast you ever ate. Your wife will be pleased because Aunt Jemima Pancake Flour—with even the powdered sweet milk mixed in it—is the easiest breakfast to get for you. She just adds water to make perfect pancakes.



"I'se in town, Honey!"

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AUNT JEMIMA PANCAKE FLOUR

Modern Highway

The Modern Highway

Published Monthly by

\$1.00 Three Years

JEFFERSON HIGHWAY ASSOCIATION

JULY, 1919



Pike from Clear Lake, Iowa.



Cotton Warehouse, Caddo, Okla.



Gravel Road Through the Ozarks.



Buffalo Bill & Pony Exp. Monument, St. Joseph, Mo.



On the J-H near St. Paul.



A stretch of concrete near Mason City, Iowa.



Macadam road near
Shreveport, La.



A beauty spot on J-H at Mason City, Iowa.

Main Street, Winnipeg.
"End of Line."



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The Modern Highway

Volume IV.



Number 6

Formerly "Jefferson Highway Declaration"

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GENTRY WILL RIDE ON TOP

After Sleeping for Years, Stanberry Missouri Awoke to the Fact That the Jefferson had "Passed 'er up"

By FORREST M. LARMER

Build Roads Now — Build Roads Now — Build Roads Now

NOTE—This is only the first breeze from a cyclone the like of which is not on the Jefferson. Readers of THE MODERN HIGHWAY will become familiar with a new spirit in this little northwest Missouri city that promises to outdo all rivals. Stanberry has set a real pace.—The Editor.

WOULDNT it get under your skin if you knew that you were the best town in the county and that the Jefferson Highway missed you by ten miles? Furthermore you knew that a route through your town eliminated twenty curves and made a direct run from the southwest part of the county to the county seat. Well, the people of Stanberry, Mo., realized a few weeks ago that at some time in their life "they had slept on the job." They don't intend for it to happen again.

Very quietly at first Claude A. Greenlee, president of the Commercial Club, applied the leaven to the movement. Soon the Jefferson Highway proposition gained impetus and a gigantic mass meeting of one thousand citizens was held in the Princess Theatre on May 17. Here in less time than it takes to tell it 222 memberships in the J-H were secured. Right now 100 additional memberships are "in sight." Enthusiasm is rushing along in rapid stages and culminated in elections on June 24 in the townships Cooper, Bogle, Huggins and Jackson to vote the necessary bond issues which, together with Federal and state aid will provide for a 365-day road on the proposed route.

The enthusiasm is not the flamboyant kind that runs rampant in a political meeting and then collapses in the succeeding minute. Shrewd farmers, realizing the value of the Jefferson Highway are "matching dollars" in the race for the highway. The farmers along one strip of road 1¾ miles long

have already pledged \$4300 for the improvement of the road, providing the Jefferson Highway is routed that way. This was practically all in five hundred dollar lots. On the other side of town the farmers are pledging the amount of money necessary to build a bridge across Grand River in the event the highway goes there. To cap the climax Harry Dressbach says that he will move his house and eliminate the only "jog" between Stanberry and Albany. Five roads are striving to be the choice of the new route from King City to Albany by the way of Stanberry.

The movement is still young. The things that have been done are only a beginning. To those who may not be convinced of Stanberry's ability to do big things, the story of how the Mother's Union and other civic organizations made the park and cemetery the most beautiful of their kind in Northwest Missouri should be convincing proof. To be confronted with a dilapidated fence around the city cemetery, and a ragged unkempt park, together with an empty treasury might have discouraged others, but the civic organizations of Stanberry within a short time had fenced the cemetery with the best possible iron fencing, beautified the grounds, erected massive and impressive gateways, and made on the whole a cemetery that would be a source of pride to any city.

Walks were built radially through the park, seats provided, entrances built, and beautification carried on generally. The park, indenting the business district of the city, with its large and luxuriant natural shade trees, provided a wealth of shade and magnificent coolness, should be the "mecca" of the Jefferson Highway tourists through Northwest Missouri.

"He who rides" may not know of the hardships which the organizations endured before all these things were completed. An endless array of suppers, dinners, and bazaars, sales, collections, and contests supplied the funds which made these improvements possible. Groups contested with



others to see who could first secure a mile of pennies. Ingenuity and hard work have erected these things as a monument to the possibilities of Stanberry folks when they get after what they want.

Stanberry is indeed "no mean city." She has

Build Roads Now — Build Roads Now — Build Roads Now —

many civic improvements of which she is rightfully proud. Four modern brick churches that represent towns of fifteen to twenty thousand inhabitants are the foundation of the moral life of the town. Water is supplied from wells two hundred feet deep and no place can boast of purer water than this. Six miles of sewerage was recently completed, forty thousand yards of paving has already been laid and much more has been ordered. Among the large business enterprises of the town is a wholesale poultry house that did more than a million and a quarter dollars of business in the last fiscal year. A fifteen ton artificial ice plant is now ready to supply ice to this and neighboring towns. A theatre and soft drink establishment of city caliber provide recreation for the town and the traveler.

Stanberry wants the highway, and she is "going for it hard." The tourist, too, will be pleased with the improvement in the route.



THE above photograph will confirm to the Louisiana members of the Jefferson Highway Association the statement made by Clarkson and Nibert, when the Louisiana Association was put over in January, that part of the funds coming from membership dues were to "mark the highway."

This picture represents five hundred clean, all heart cypress posts. They are stacked for drying and as soon as they are sufficiently dry, the work of applying the paint and putting them in the ground will begin.

Owing to the odd size of these posts and the fact that the mills in Louisiana were enjoying prosperity, it was difficult to get them cut, and finally the result was accomplished by taking the matter up with the Louisiana Red Cypress Company from a standpoint of public-spiritedness. The mills claimed they were so far behind on regular stock that it would not pay them to stop and cut these posts.

It might be interesting to readers of the Modern Highway to know that the value of the

Jefferson Highway from an advertising and developing standpoint in Louisiana is greatly appreciated. This is evidenced by the fact that the American Paint Works, which has quite a factory in New Orleans, very gladly furnished the paint for these posts free of charge. It was not furnished as a gift or donation, but from a standpoint of beneficial publicity.

It is worthy of mention also that the Red Cypress Company made an allowance of \$100 on the price of these posts because they are anxious to show the people in general that "the wood eternal," the term that they fitly apply to cypress, will last as long as they claim it will. They have offered to furnish all of the posts to mark the road in Louisiana (five hundred in number) in the event the Highway directors can see the prudence of marking the road over its entire length with cypress posts.

It might interest the members to know that the cost of these posts, painted and prepared ready to be put in the ground, will exceed \$1 each.

ALL ABOARD FOR WINNIPEG!

All Along the "Vacation Route of America" Jefferson Highway Neighbors are Going Their Length to Meet, Greet, Entertain, Celebrate and Speed the Run.

By ETHELBERT M. CLAYPOOL.

— Build Roads Now — Build Roads Now — Build Roads Now —

GENERAL MANAGER J. D. CLARKSON left Carthage, Mo., Monday, June 16th, in the official car, with his destination New Orleans, where he will complete final arrangements for the Run, and pilot the southerners over the "Pine to Palm," to Winnipeg. As the time for the Run approaches, interest in the great event becomes more and more evident. It would be divulging confidences to tell what each community is planning for the demonstration it expects to give the Official Party, but suffice it to say that for years to come "they'll be talking about the Jefferson Highway Sociability Run of 1919."

Official recognition of the Jefferson Highway Sociability Run from New Orleans to Winnipeg, July 1 to 20 is being given all along the route. Each day the greatest "Get Acquainted" trip for a definite purpose, grows in importance, according to late advices to International Headquarters. Telegrams and letters are coming in every day.

In the first place, Governor R. G. Pleasant is making the trip as chief executive of Louisiana and not merely as a private person. Mayor Martin Behrman of New Orleans, administrator of the \$1,000,000 publicity fund which that city is using to sell herself to the United States and other commercial nations of the world, carries an official message from the city commission of the Crescent City to the Canadians at Winnipeg, as well as to the 264 communities located on the Jefferson for a distance of more than 2300 miles.

Mayor J. McW. Ford of Shreveport, is making the trip because the City Council passed a resolution "that the mayor of this city is hereby requested and authorized to return the visit of the Canadians over and on behalf of the Jefferson Highway, coordinating his trip with that of Governor Pleasant and carrying with him Shreveport's most cordial greetings to our sister city of Winnipeg and to the Province of Manitoba and all the municipalities and states on the Jefferson Highway."

Duncan Buie, Highway Commissioner of Louisiana is in the official party. At a meeting held in Bunkie recently, R. D. Nibert, secretary of the Louisiana Division of the Jefferson Highway Association was officially designated as the representative of that community and requested to accompany the official car from Bunkie, which was accorded a place of honor as escort to Governor Pleasant's car. Other localities are making definite appointments and applying to the Jefferson Highway Association to be admitted as members of the official party.

ON THE other hand, state, county and municipal officials are giving heed to the visitors, chambers of commerce, commercial clubs, good roads clubs and similar civic organizations

are showering invitations to the Run Tourists to participate in detailed programs and celebrations that will be in order at nearly every point.

While plans are tentative to a degree, in general it now is apparent that the governor of every state through which the "Pine to Palm" passes will personally welcome the distinguished southern visitors. At present the Run schedule provides for the participation of Governor Hobby of Texas, Governor Robertson of Oklahoma and Governor Pleasant in ceremonies incident to dedicating the bridge across the Canadian river, which is a Jefferson Highway project.

Governor Allen of Kansas will probably join the Run at Pittsburg, continuing on to Kansas City. Governor Gardner has assured the Jefferson Highway people that he wants to spend a day or two with the party in Missouri. Arrangements are under way to arrange a meeting with Governor Harding at the Iowa-Missouri line, while in all probabilities Governor Burnquist of Minnesota will be accompanied by Mayor Hodgson of St. Paul, to meet the travelers at the Iowa-Minnesota line, continuing to the Twin Cities, where a large delegation from Winnipeg will be ready to join the Run through Minnesota. Attorney General T. H. Johnson of Winnipeg, president of the Jefferson Highway Association, will join the Run at International Headquarters at St. Joseph, and will head the Winnipeg delegation.

The Jefferson Highway idea and the better road movement will also receive a deal of recognition from the officials of certain national organizations, who will either make the Run or send special representatives. It is definitely known that the American Automobile Association will be represented. Several special writers for newspapers and national magazines will also be of the party, when the Run leaves New Orleans on the morning of July 1.

Several cities in Louisiana and Texas have asked that the Jefferson Highway Sociability Run be scheduled so that their city might be the host on the Nation's Birthday. Of course, only a few could be chosen and to Shreveport and Mt. Vernon, Texas, as well as the communities between these two places, fell the honor, not because of any natural advantage, but because the Run must get to Winnipeg in time for the semi-annual meeting of the Board of Directors of the Jefferson Highway Association, which will be held July 22d.

Many cities are planning to have all day celebrations on the day that the Southerners pass through. Whatever local program is arranged will be stopped during the stay of the visitors, who will talk about the value of good roads, the Jefferson Highway and Jefferson Highway Neighborliness. Some very fine southern oratory is promised.



A Common Sight When Apples are Ripe on the Maize Farm.

THE BRIDGE THAT APPLES BUILT

Months of Hard Work and Thousands of Dollars Given By Jesse E. Maize of Davies County, Missouri, Put the Market in His Dooryard Instead of Miles Away.

(By Ethelbert M. Claypool.)

— Build Roads Now — Build Roads Now — Build Roads Now —

PERFECT apples; not one, but thousands upon thousands! Scarlet cheeks which shine so that you can see your reflexion in them! Some way you just know that each one contains just enough tart and juice to make the crisp pulp evaporate upon passing the ivory gateway into your mouth. No wonder that sharp twinges of pain shoot through your jaw as the little glands shower floods of saliva. After a long drive over country roads a fresh apple from a cool hillside cave is a banquet fit for royalty.

Because a perfect apple is luscious, healthful and appetizing would seem to have not even a remote connection with good roads, or the Jefferson Highway. But pause. Strange things have happened. Down in the lead and zinc district around Joplin, "The Town That Jack Built" is the slogan. From Davies County, Missouri, come apples "From the Farm That Maize Made." However, apples from this farm are only one of the things that "Maize Made." If it were not so the writer would have been denied the motor through the rolling hill of north Missouri to visit the "Happy Valley Fruit Farms" and their maker, Jesse E. Maize. Because of the apples a better road was needed. Because of the road the Jefferson Highway was sought. Because of the Jefferson Highway a bridge was built. The result of the combination is a marvelous story—a record achievement along the mighty Jefferson.

"Jesse Maize?" was the unanimous response in communities surrounding, when the name Maize was mentioned, and "Why, he raises the best apples in the country. He's got a big orchard. I drove down there last fall, but couldn't get all the apples I wanted. Many folk don't get any.

"If you are going down there you want to see his barn. He's built the finest in this part

of the country. He raises quite a lot of pure-bred stock, too. And he has a big farm. I tell you he's a mighty progressive fellow."

Upon arriving at the Happy Valley Fruit Farm, which is seven miles north of Pattonsburg and fifteen miles south of Bethany, I was directed toward the barn lot. There passed through my mind the story of the farmer lad who was asked by a stranger where his father was to be found. The boy said that his paternal ancestor was "down there in the hog pen," adding as the visitor started in the direction indicated by the dirty finger, "you can tell Pa; he's got a hat on."

There was no need for such a distinguishing amendment in this case, however. The man who modestly advertised that he "managed" the Happy Valley Fruit Farm is every inch a man, and it was plainly evident as he appeared through the gate some distance away, driving a span of mortgage lifters such as only Missouri produces. His dark eyes shine clearly and sincerely out of a round face which is bordered by coal black hair. His stoutness is not that of the city man, but is the solid strength which comes only from active outdoor living.

IT seems that twenty-three years ago this spring he returned from a three weeks' short course in agriculture and horticulture at the University of Missouri. Imbued with the spirit inspired by lectures in the last mentioned subject, which had shown that fruit-growing was very profitable, he started in. So it was that the boy of twenty years determined to see what could be done with the fifty non-producing apple trees in his father's old orchard. The old orchard responded to the spraying, pruning and similar treatment with a fine crop of apples. From this crop and a crop of potatoes raised the same season upon another bit of land rented from his father he netted enough to buy ten acres of land at \$20 an acre. This land was bought for growing

peaches. Although it was stump land and had never produced anything at the end of the third year, when the first peach crop was picked and marketed there was a net earning of \$200. The following year this increased to \$250. At the end of five years the young man received a net income which allowed him 10 per cent on his investment, \$500 to put into the bank and enough to pay off every cent that had been invested in the orchard.

From that humble start the business of Maize has grown until he now has sixty-one acres of apples and a large peach orchard, besides 400 acres of rich farm land. But orcharding has been until recently only a part of the farming business carried on by this man. He is just completing the dispersal of a herd of pure-bred Poled Angus cattle. He raised registered Poland-China hogs. Horses and mules by the hundreds have gone from his farm to market. The 400 acres not in orchard has been tilled to produce feed for the stock. However, his apples are demanding all his attention; due in a measure to the fact that help is so scarce.

"I had to plow and disc under thirty acres of apples last fall," said Maize. "I could not get the help to take care of them. You see, we spray and care for the trees so that all the apples are free from worms and disease. You can safely eat those apples in the dark, for, as the Irishman said upon first seeing a camel, 'there ain't no such animal.'"

"I could sell all that I could raise, all right." Then he related how people for 150 miles around came to his farm to carry the apples away. Most of them came over the Jefferson Highway. Many could not get all the apples they wanted. Some were disappointed entirely. Already there is a waiting list for next year.

"Last year," he said, "I put a lot of slightly damaged apples upstairs in my packing house, expecting to make them into cider. They bought and took with them all those apples. I did not have enough left to put into the cider press."

It was not always thus. Up to a few years ago he sold his crop by contract to a commission firm. But never again for Maize. There

is always a good market for Ben Davis and Ganos, the two varieties in which he specializes. One season, just as he was about ready to ship to market, came an order canceling the contract. Instead of the cancellation of the order being a calamity it was in reality a God-send. The barrels were packed into freight cars and shipped North, where they were sold by him direct from the car to the consumer. Maize received more money for his apples. The consumer paid less. Exit Mr. Commission Man. And he has been, and Maize swears he will always be absent from the annals of the Happy Valley Fruit Farms.

THE Jefferson Highway did not run past the "Farm that Maize Made," which he believed was quite amazing. It missed him but a short distance. Maize believed that if those who knew about him would drive 150 miles to his farm to buy apples that tourists over the Jefferson Highway, when brought past his show-window (orchard) would also "get the apple eating habit." The obstacles which were overcome in bringing the Jefferson over his road would have halted a less persistent man before he started.

"I was just figuring up last night," he related, "and I have spent actually three solid months of my time during the last twelve months in road work. My farm has been neglected. There are innumerable things that should have been done months ago about the place. But it is worth it."

You are beginning to wonder how a man with 486 acres of land, stock, orchards and the like could afford to spend three months of his time away from it. He could not afford to not give that much or more time to the task; and he knew it. That the value of his farm would increase and the increased volume of business that would go by his farm over the "Pine to Palm" were very plain to him. With the exception of a few sheep, road-building and orcharding were the principal things demanding his attention. He intends to continue with the sheep, as they can be handled easily between the rush times of fruit raising.

One morning, many months ago now, J. B. Everly, neighbor and owner of the farm adjoining, dropped in to talk about roads. Be-

The labor problem is very acute. This feature has halted growth of the Happy Valley farmers for the time being.



tween them the two men decided that the Jefferson Highway should be brought past their farms, if there was any way to do it. They found out that by bringing a contest in the right manner, filing it with General Manager J. D. Clarkson, that they might succeed in their enterprise. Without investigating what the state or federal government would do they busied themselves with organizing to improve the road. Some money was needed. A part of the right-of-way must be purchased from a "non-believer." By popular subscription enough money was raised to do the work. Headed by Maize and Everly the farmers at once began to cut and fill to a 6 per cent grade, and widen the road to forty feet. Concrete waterways of culverts were installed, and the road dragged and smoothed until it was a beautiful dirt boulevard.

UPON a specified date a trip of inspection was made by the general manager of the Jefferson to score the road. There were four competing routes to be considered. The Everly-Maize road was the last to be inspected. When the trip was done and the merits of the different roads considered the road along the Maize farm was specified as the one over which the Jefferson Highway should go, with a provision. A substantial bridge must be built across Big Creek; and it was understood by everyone that the markers of the Highway were to remain where they are until the bridge was in and the road completed.

"If we had known then what we know now, Mr. Everly and I," the apple grower remarked, "I don't know whether we'd have tackled it or not. However, I'm glad we did. I believe we have done the right thing, too."

Commencing here Maize told of the various ups and downs which ended with the purchase outright of a bridge 170 feet long, 16 feet wide and set upon permanent concrete piers. When the matter of the bridge was first broached, upon a visit to the county court of Davies County, the men were assured that they would receive aid. The members of the court explained that there was an old bridge on a road east of Pattonsburg which was no longer strong enough to weather the increasing travel. The court would give them this old bridge, they were told, when a new one was secured, and that would be soon. The old bridge would be sold by the Maize-Everly crowd. With the salvage money and liberal donations from interested parties they could purchase a good steel bridge for their purpose. This sounded good.

Upon the assigned day a delegation of road builders again visited the county court. This time they were seeking an order to the effect that the plan as suggested be carried out by an entry on the records. It looked very much as though hope was about to become reality. After a recess for consultation with certain men of influence in the county the presiding judge gave out a very unexpected and adverse opinion.

Calling up figures to substantiate his statement, he asserted that the funds of the county court were long ago exhausted. In fact, they

were overdrawn. He could see only that the court must refuse to do anything. No new bridge would be built east of Pattonsburg. Therefore there would be no old one for the farmers to sell. The old ship was once more fast in the sand.

This was a pretty hurrah! Action was the only avenue through which Maize and Everly could show their feelings. They bought tickets, took the train to Kansas City, and there purchased a steel bridge. The structure cost them \$5,000 and each stood personally liable for half the debt. Then they came back home.

The new possession soon came along, too. Throughout the country-side it became noised about just what had happened. Two men had actually put up the money and bought a bridge to span Big Creek in order that the Jefferson Highway would pass their farms. Neighbors who had felt for years that they had witnessed all the real events that would ever happen in their community were astounded at this bold transaction. However, they rallied. Soon they came to the "capitalists," offering sums of money to repay a part of the obligation assumed by Maize and Everly.

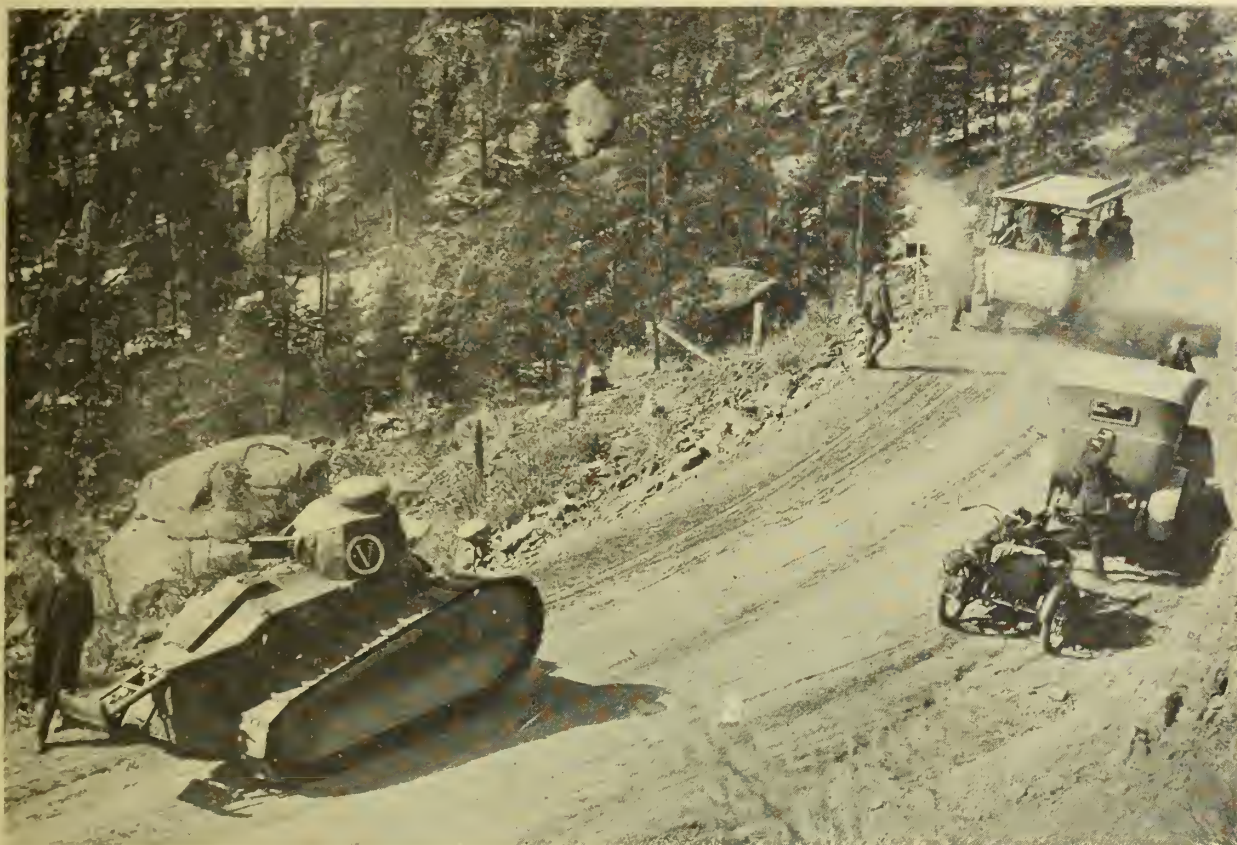
George T. Montgomery was one of the neighbors who felt that he had been slighted by being left out of the original purchasing party, so he made a large donation. Indeed, it might well be suggested that he was one of three men who built the bridge over Big Creek. The Bethany Commercial Club made a handsome gift of \$500 to help in the entire project. Henry Everly, son of J. B., and J. F. Kessering are deserving of a place on the banner list. Altogether the support accorded the leaders was remarkable.

"It was due to the assistance, co-operation and work of almost every farmer along the road," explained Maize with regard to the cause for the success of this unusual and unique undertaking. "We must not forget that the county court of Davies County also co-operated to such a degree that we are really indebted to them for the entire success of the whole proposition. Except for the disappointment over the bridge they have made it possible for us to accomplish all that we have done."

So intent were these people in "landing" the "Vaction Route of America" that it never occurred to them that they should expect to receive any outside aid. It looked to them as though the way for them to accomplish what they wanted to do was to put up their time and money and build the road. It was not until after the bridge had been constructed that it became the knowledge of Maize and his workers that they could obtain state and federal aid in their project.

While motoring over the "Pine to Palm" between Pattonsburg and Bethany you may not have time to stop at the home of the famous red apple, and the home of Maize, who graded the forty-foot road to 6 per cent and dragged it to boulevard nicely. The same Maize who built the bridge, and who "Made the Farm" is

WAR TANK CLIMBS PIKES PEAK OVER SNOW-DRIFTS 10 FEET DEEP



C LIMBING up Pikes Peak, through snowbanks that often were 10 feet deep and making the greatest nonstop record of any tank either here or overseas, "Little Zeb," the battle-scared whippet tank, named after Zebulon Pike, the discoverer of Pikes Peak, was forced to quit only seven miles from the summit when Victory Loan officials called back the machine to complete a tour for another machine that had broken down.

The little tank was making a great record, plowing through and over huge snowbanks and had gone 21 miles when a tractor plate was broken by hardened snow packing in the gears. Repairs were hard to get, as they had to be carried by porters on snowshoes and the officials feared that additional breaks would prevent the

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HAS OPENED OFFICES

The Minnesota Highway Improvement Association has established offices at the National Bank

Build Roads Now Build Roads Now Build Roads Now

Editors of newspapers and other publications are at liberty to use any of the matter in THE MODERN HIGHWAY at any time. The Jefferson Highway Association will be glad to supplement the stories with cuts, pictures or in any other manner whenever possible.

machine from going out on the road and selling Victory bonds.

The tank made the trip from Colorado Springs west to Cascade, the starting point of the motor highway, over the Pikes Peak Ocean to Ocean Highway and made fast time, even on the grades. The journey was uneventful until the snowbanks were encountered and then the sturdy little machine, with its tread plates packing the snow, just climbed over and through the hardest kinds of drifts. Old mountain men had said it would be stuck, as no vehicle ever had climbed the peak in winter before the tank did.

When the tank was christened in Colorado Springs by Victory Loan officials it had painted on its nose, "Pikes Peak or Bust," like the plainsmen of old. When it came back some wag wrote on the snout, "busted," also like some of the pioneers who didn't find their gold.

building in St. Paul, with Senator P. H. McGarry as president and Harry Davis as secretary. The body proposes to keep in close touch with road improvement work throughout the state.

R. B. Millard to General Manager Clarkson:

"Your vision of a permanent hard surfaced road from New Orleans to Winnipeg seems to be working out much more rapidly than most of us, who are younger in the road building game thought possible. I hope to be able to send you some very good news in the course of a week or ten days."

ST. PAUL PICKED POET AS MAYOR

**"Larry Ho", Widely Known as Newspaper Writer, is an Optimistic Mayor
Whose Greatest Pastime is Sunshine Making.**

— Build Roads Now — Build Roads Now — Build Roads Now —

THE City of St. Paul has always been accustomed to ordinary mayors who signed sewer and paving contracts and fulfilled the expectations of their political parties with varying degrees of success. But by some queer caper of fate, a poet was elected mayor of St. Paul and the things that have happened since then in the mayor's office are strangely human.

Laurence C. Hodgson, or "Larry Ho," as he is called by those who know his verse, was for years a newspaper writer—the sort of fellow who is always finding something to sing about in the doings of the dullest day, and who could see a shining soul right through the dirtiest skin of the least inviting newsboy.

When "Larry Ho" first moved his shy smile and fund of everyday philosophy up into the mayor's office it was only to serve as secretary to the great man of the city hall. Then, when a whim, or fate, or something nominated him for the office of mayor, it was "Larry Ho" who was elected, rather than the less known Laurence C. Hodgson.

His opponents sneered at the idea of a poet making a good mayor—sneered publicly. That reminded a great many people of the identity of this Laurence C. Hodgson. They began getting down scrapbooks filled with his poems, for his verse and scraps of philosophy are the kind that find their way pretty regularly into scrapbooks.

His speeches, too, formed a striking contrast to most political speeches. They weren't oratorical nor political, but they were full of common sense reasoning about problems that confront most men and women—personal problems. Hodgson's plurality was a big one, and, now that he is mayor, he seems to be making good both at the paving contracts and the job of helpful friend. It takes him only fifteen hours a day to do it, he says, "but then, you see, I don't expect to perform any wonders as mayor, though I hope to make public office a more human thing, and make people feel that the city hall belongs to them."

"Many of the things I am called upon to do have no official connection with the office of mayor," continues the dark and slender man with eyes like Shelley's and a mouth like Lincoln's. "Every kind of human being comes to see me about personal matters. I am even asked to patch up troubles between men and their wives. I am

asked to help men in such a number of human ways, such as getting them vacations so they can get a new grip on life, or to write letters that they think demand some special knowledge of life, such as a newspaper man is supposed to store up. I am glad they feel they can come to me with all their little troubles. To be human and kindly, to be willing to meet every man, to give whatever strength I have to smoothing out difficulties, and to help to get people together in a spirit of common effort and interest is what I try to do."

In one of the mayor's poems occurs these two lines:

There is no grief that may not learn to sing
When it has come to pure remembering.

Like all poets, he makes his own creed, whimsically denying its existence at the very moment he exults in it:

I haven't any creed that would stand a questioning test,



"LARRY HO" HODGSON, Mayor

I only try to play the game and do my level best;

To earn three honest meals a day, to sing and dream and laugh, To split my sorrows and my joys no worse than half-and-half;

To carry love within my heart, a smile upon my face,

To add a little sunshine to this earthly dwelling place;

And out of simple human things to gather now and then

The deeper wisdom that can see how God still walks with men.

For years "Larry Ho" wrote his poems and his maxims, plucking them like flowers from a pathway full of sunshine that often

shone on shabby clothes. Sometimes these pieces were published in the magazines—notably Scribner's—but oftener they greeted his friends from the columns of an evening newspaper. When Christmas came around or Thanksgiving or Easter—any day that would serve as an excuse—the black eyes of the poet would smile mysteriously and he would put on his shabby old brown coat and go to some little shop, where his gift verses would be printed. Then, on Christmas morning or whatever day had provided the excuse, there would be a packet of verses on favored desks, the poet-giver having risen very early in order to distribute them before the others were down. Even the grumpiest of his newspaper friends loved "Larry Ho" and would have felt

awfully left out in the cold had he been omitted from the distribution.

Once it was Lincoln's birthday that prompted him to gift writing, and his friends that day read a masterly portrayal of Lincoln, containing these lines:

We heard the Voice of God go by
In judgment on the vandal years;
He heard the thwarted martyr's cry
Thrust through Life's little huddled fears—
And faring forth through Doubt and Pain
Died all the deaths of man again!

But oftener the screeds were sunny, for it had to be a very, very cloudy day in which "Larry Ho" could find no sun ashining. There is this one about Jim's returning. Jim was his brother, and the poet sings:

And now Jim knows * * * I wonder if he comes

Back to the garden like a waking flower,
Weary of Death because it is so long
And has no sun to play with * * * Jim would want

The sun for comrade, and I used to think
That the sun need Jim * * * If Jim comes back.

It's mighty homelike here in the old place,
With him and mother in the garden here,
And me and Mary sitting by the door,
Just one family still * * * So like them both
To wait in silence that they might not miss
Some need the others had * * *

Spring is here again for sure and keeps;
How it just stretches out a fellow's legs
And a fellow's soul! Say, Jim, let's us
Go over by the forty, Mary won't
Have dinner ready for an hour; let's sun ourselves * * *

Jim? Well, how strange it is I should forget
That Jim is dead.

— Build Roads Now — Build Roads Now — Build Roads Now —

SHOWERED WITH HONORS

R. D. Nibert, is Presented with Watch and Made Representative on Run.

A VERY pretty and thoughtful incident occurred during the meeting of the Bunkie Jefferson Highway Club which was held at the high school auditorium in Bunkie, Sunday, June 1st. After all business had been transacted and all arrangements made for Bunkie to have an official representative and car in the Winnepeg Sociability Run, Judge R. R. Irion arose and in a very appropriate manner presented to R. D. Nibert the State Secretary of The Jefferson Highway Association of Louisiana and secretary of The Bunkie Business League, with a handsome gold watch and chain of Swiss make, as a token of appreciation for his loyal work and his continued efforts and public spiritedness. Mr. Brennan, a local attorney, then arose and in behalf of the business people of Bunkie presented Mr. Nibert's secretary, Miss Vivian Levy, with an amethyst brooch. Miss Levy has also attended to the greatest part of the correspondence and secretary work for the Bunkie Business League and the present was given in appreciation of her untiring efforts in this direction. Nibert was appointed the official representative from Bunkie to make the run to Winnepeg and funds were raised to defray his expenses and to furnish him with a car. The meeting was largely attended.

Those who have gone on seem always to be tugging at "Larry Ho's" heartstrings, giving him companionship and perhaps a rarer understanding than he gets from those who speak with earth voices. For the mayor is mystic as well as poet, as you will see by this one of his poems entitled "Cross the Sea:"

My old pard said good-by to me
And sailed away across the sea;
He came not back for many a year,
And yet I felt him always near—
Could hear his voice, could touch his hand
And hear him say, "I understand."

And then one day across the sea
My dear old pard came back to me;
He did not grab me by the hand
And tell me tales of that far land;
We smiled and walked along the way
As if we'd never missed a day.

My old pard said good-by to me
And sailed away across Death's sea—
And still we wander, side by side,
With never a thought death can divide.
I hear his voice, I touch his hand,
I heard him say, "I understand."

And some day by the twilight's rim,
I shall come softly up to him
And say some casual word that he
Was just about to say to me;
And we'll go walking down the way
As if we'd never missed a day.

It is easy for those who read his verse to believe the poet mayor when he says: "Life has been good to me—given me many friends—and left me, after forty-four years of life, believing in men and finding them worth while, and this is what I have most hoped for."

— Build Roads Now — Build Roads Now — Build Roads Now —

ONCE MORE "ON THE J. H."

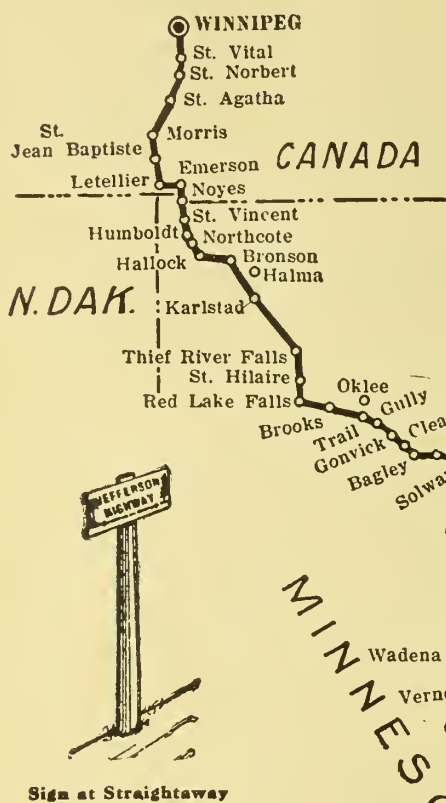
Location of Property on the Highway Considered Great Asset.

THE following story from the Times-Picayune indicates the fact that the plantation was facing the Jefferson Highway, had an influence on the transfer:

The sale of the large Kenmore plantation belonging to Sheriff William Archie Holloway of this town, has been completed, being bought by Messrs. C. E. Wilkinson, E. W. Wilkinson and F. J. Landford of Bolivar County, Miss. The plantation is composed of 2400 acres of land and is located in Pointe Coupee, near the Iberville line, facing Bayou Maringouin, and the Jefferson Highway. The consideration was \$115,000. The place is in cane, and will be continued in that crop.

— Build Roads Now —

The BETHANY COMMERCIAL CLUB has been reorganized. Jefferson Highway Neighbors who have kept in touch with affairs along the highway, know that it will not be long before there is some of the old time gumption astir in Harrison County, Missouri. S. A. Evans is president and Gilbert Barlow is secretary.



MILEAGE
Winnipeg to St. Paul

Read Down	Read Up	Intermediate	Station
000.0	557.5	00.0	Winnipeg
5.5	552.0	5.5	St. Vital
9.7	547.8	4.2	St. Norbert
24.4	533.1	14.7	St. Agatha
40.8	516.7	16.4	Morris
47.0	510.5	6.2	St. Jean Baptiste
55.9	501.6	8.9	Letellier
67.9	489.6	12.0	Emerson
68.9	488.6	1.0	Noyes
73.9	483.6	5.0	St. Vincent (1 m. W.)
79.9	477.6	6.0	Humboldt
85.9	471.6	6.0	Northcote
92.0	465.5	6.1	Hallock
108.4	459.1	16.4	Bronson
124.9	442.6	16.5	Halma (Just to E.)
168.6	398.9	43.7	Karlstad
177.6	389.9	9.0	Thief River Falls
189.6	377.9	12.0	St. Hilaire
206.1	361.4	16.5	Red Lake Falls
217.3	350.2	11.2	Brooks (½ m. S.)
224.6	342.9	7.3	Oklee (1 m. N.)
228.6	338.9	4.0	Trail
237.6	329.9	9.0	Gully (½ m. S.)
244.4	323.1	6.8	Gonvick
258.0	309.5	13.6	Clearbrook
264.0	303.5	6.0	Bagley
270.0	297.5	6.0	Shevelin
289.4	278.1	19.4	Solway
324.8	242.7	35.4	Bemidji
348.3	219.2	23.5	Itasca State Park
362.3	205.2	14.0	Park Rapids
371.7	195.8	9.4	Menahga
387.0	180.5	15.3	Sebeka
395.8	171.7	8.8	Wadena
407.7	159.8	11.9	Aldrich
422.7	144.8	15.0	Verndale
431.7	135.8	9.0	Staples
437.8	129.7	6.1	Lincoln
449.8	117.7	12.0	Cushing
462.9	104.6	13.1	Randall
470.0	97.5	7.1	Little Falls
483.3	84.2	13.3	Royalton
485.7	81.8	2.4	Rice
498.5	69.0	12.8	Sauk Rapids
505.7	61.8	7.2	St. Cloud
513.9	43.6	8.2	Clear Lake
521.4	36.1	7.5	Becker
533.3	24.2	11.9	Big Lake
539.5	18.0	6.2	Elk River
543.5	14.0	4.0	Anoka
547.5	10.0	4.0	Osseo
557.5	00.0	10.0	Robbinsdale
			Minneapolis
			St. Paul

Kansas City to Joplin (Thru Kansas)

Read Down	Read Up	Intermediate	Station
00.0	203.8	00.0	Kansas City
30.5	173.3	30.5	Olathe
35.9	167.9	5.4	Bonita
38.9	164.9	3.0	Ocheltree
40.7	163.1	1.8	Spring Hill
48.0	155.8	7.3	Hillsdale
55.1	148.7	7.1	Paola
67.1	136.7	12.0	Osawatomie
73.2	130.6	6.1	Beagle
81.3	122.5	8.1	Cadmus
91.4	112.4	10.1	Farlinville
99.4	104.4	8.0	Mound City
106.5	97.3	7.1	Manty
113.7	90.1	7.2	Fulton
125.5	78.3	11.8	Ft. Scott
140.0	63.4	14.9	Anna
149.1	54.7	8.7	Farlington
157.2	46.6	8.1	Girard
162.4	41.4	5.2	Washer
171.2	32.6	8.8	Pittsburg
180.7	23.1	9.5	Opolis
196.8	7.0	16.1	Carl Junction
203.8	00.0	7.1	Joplin

St. Paul to Kansas City

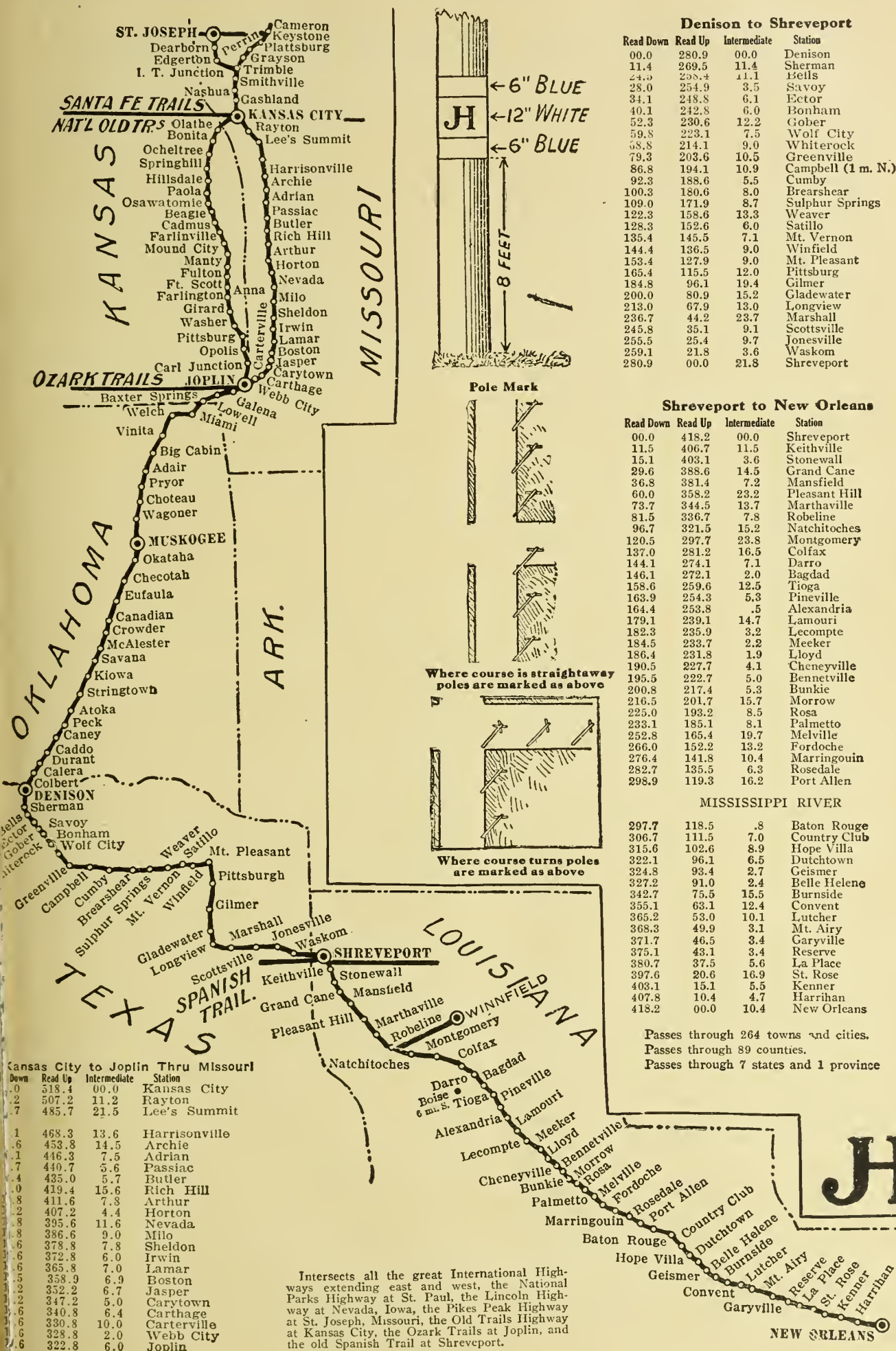
Read Down	Read Up	Intermediate	Station
00.0	503.0	00.0	St. Paul
15.6	487.4	15.6	Rosemount
23.1	479.9	7.5	Farmington
29.6	473.4	6.5	Castle Rock—to
37.2	465.8	7.6	Northfield
40.5	462.5	3.3	Dundas
52.2	450.8	11.7	Faribault
61.0	442.0	8.8	Medford
68.1	434.9	7.1	Owatonna
86.5	416.5	18.4	Geneva
100.8	402.2	14.3	Albert Lea
108.8	394.2	8.0	Glenville
120.0	383.0	11.2	Northwood
126.7	376.3	6.7	Kensett
131.5	371.5	4.8	Manly
137.5	365.5	6.0	Freeman
142.5	360.5	5.0	Mason City
154.2	348.8	11.7	Rockwell
160.9	342.1	6.7	Sheffield
164.9	338.1	4.0	Chapin
171.1	331.9	6.2	Hampton
189.2	313.8	18.1	Iowa Falls
205.1	297.9	15.9	Hubbard
215.4	287.6	10.3	Zearing (½ m. E.)
225.6	277.4	10.2	Colorado
232.8	270.2	7.2	Nevada
245.2	257.8	12.4	Cambridge
258.8	242.2	13.6	Ankeny
271.0	232.0	12.2	DES MOINES
283.6	219.4	12.6	Somerset
289.7	213.3	6.1	Indianola
300.1	202.9	10.4	Cool
303.7	199.3	3.6	Medora
308.2	194.8	4.5	Liberty
320.9	182.1	12.7	Osceola
331.1	171.9	10.2	Weldon (1½ m.)
333.1	169.9	2.0	Van Wert (1 m.)
343.1	159.9	10.0	Leon
352.2	150.8	9.1	Davis City
359.5	143.5	7.3	Lamoni
373.6	129.4	14.1	Eagleville
389.3	113.7	15.7	Bethany
392.1	110.9	2.8	Junction
399.7	129.8	7.6	New Hampton
408.0	121.5	8.3	Albany
423.9	105.6	15.9	Ford City
430.8	98.7	6.9	King City
439.5	90.0	8.7	Union Star
448.8	80.7	9.3	Rochester
456.9	72.6	8.1	Avenue City
466.2	63.3	9.3	ST. JOSEPH
487.0	42.5	20.8	Dearborn
495.7	33.8	8.7	Edgerton
502.1	27.4	6.4	Trimble
508.8	20.7	6.7	Smithville
515.3	14.2	6.5	Nashua
519.0	10.5	3.7	Gashland
529.5	00.0	10.5	Kansas City

VIA CAMERON

Read Down	Read Up	Intermediate	Station
392.1	110.9	2.8	Junction
410.8	92.2	18.7	Pattonburg
424.6	78.4	13.8	Winston
439.6	63.4	15.0	Cameron
448.6	54.4	9.0	Keystone
454.1	48.9	5.5	Perrin
462.1	40.9	8.0	Plattsburg
470.6	32.4	8.5	Grayson
475.6	27.4	5.0	Trimble-Jun
482.3	20.7	6.7	Smithville
488.8	14.2	6.5	Nashua
492.5	10.5	3.7	Gashland
503.0	00.0	10.5	Kansas City

Kansas City to Denison

Read Down	Read Up	Intermediate	Station
00.0	518.4	00.0	Kansas City
For Kansas Route, See Left-hand Top.			
For Missouri Route, See Right-hand at Bottom.			
195.6	322.8	6.0	Joplin
204.6	313.8	9.0	Galena
208.6	309.8	4.0	Lowell
211.7	306.7	3.1	Baxter Springs
230.2	288.2	18.5	Miami
242.4	276.0	12.2	Welch
261.9	256.5	19.5	Vinita
272.2	246.2	10.3	Big Cabin
281.5	236.9	9.3	Adair
292.4	226.0	10.9	Pryor
303.0	215.4	10.6	Choteau
320.3	198.1	17.3	Wagoner
334.3	184.1	14.0	Muskogee
355.1	163.3	20.8	Okataha
364.1	154.3	9.0	Checotah
380.1	138.3	16.0	Eufaula
392.1	126.3	12.0	Canadian
396.2	122.2	14.1	Crowder
411.6	106.8	15.4	McAlester
420.2	98.2	8.6	Savanna
428.8	89.6	8.6	Kiowa
449.7	68.7	20.9	Stringtown
457.7	60.7	8.0	Atoka
463.1	55.3	5.4	Peck
471.3	47.1	8.2	Caney
481.1	37.3	9.8	Caddo
494.0	24.4	12.9	Durant
499.8	18.6	5.8	Calera
509.4	9.0	9.6	Colbert
518.4	0.0	9.0	Denison



TO GIVE MOTOR TRUCKS TO STATES

Army Equipment Valued at \$45,000.000 Donated for Use on Federal Aid Roads

— Build Roads Now — Build Roads Now — Build Roads Now —

Washington, D. C., June 30—More than \$45,000,000 worth of motor trucks are about to be distributed by the Secretary of Agriculture through the Bureau of Public Roads to the State Highway Departments. These trucks have been declared surplus by the War Department and are being distributed to the states under the provisions of Section 7 of the Post Office Appropriation Bill. They must be used by the states on roads constructed in whole or in part by Federal aid, for which \$200,000,000 in addition to the former appropriation was given to the states under the same bill. All that the states must do to acquire the use of these 20,000 trucks, which range in capacity from two to five tons, is to pay the loading and freight charges.

Of the 20,000 motor vehicles to be acquired practically free by the states, 11,000 are new and 9,000 are used, but all are declared to be in serviceable condition. The motors will be apportioned to states only upon request of the state highway departments on the basis of the requests received from the respective states, and in accordance with the apportionment provided in the Federal Aid law approved in 1916. The requirements of the law are such that the Bureau of Public Roads can not distribute any trucks to counties or individuals.

— Build Roads Now —

ARMY EQUIPMENT FOR HIGHWAY

Tractors, Road Rollers, and Other Equipment to be Returned From France.

AT THE request of the Department of Agriculture, the War Department has ordered to be returned from France as soon as possible a large quantity of engineering equipment to be distributed by the Department of Agriculture, through the Bureau of Public Roads, to the states for use in the construction and maintenance of Federal aid highways. The equipment will be distributed to the states without charge, in accordance with recent legislation empowering the Secretary of War to turn over to the Secretary of Agriculture surplus military equipment not needed for military purposes but valuable in highway construction work. The equipment will be apportioned on the basis of the allotments in the Federal Aid Road Act, in the same way that 20,000 army motor trucks are now being distributed by the Bureau of Public Roads at the request of the state highway departments.

The equipment which the Secretary of War has been requested to return from France includes about 1,500 caterpillar tractors; about 400 road rollers, steam and gas driven; and a large number of concrete mixers, road graders, elevating graders, rock crushers, industrial locomotives, industrial railway track, dump cars, steam shovels, hoisting engines, electric motors, and quantities of smaller equipment.

—'NUF SED!

May Twenty-third,
1919.

Mr. Geo. E. McIninch, vice-Chairman,
State Highway Board,
St. Joseph, Mo.

Dr. Mr. McIninch:

We have just been notified that our first allotment of motor trucks is ready for distribution and have requested the following shipped to you at St. Joseph:

Thirty two-ton Nash quadruple drive, shipped from Jeffersonville, Ind.

Yours truly,

MISSOURI STATE HIGHWAY DEPT.

Per C. W. Brown, Chief Clerk.

CWB:LF

P. S. This is all new equipment.
C. W. B.

HEADS UP, OKLAHOMA!

Tourist Drove 100 Miles out of his way to get into the J. H. at Muskogee.

WHEN L. F. CLOSE of Minneapolis, Minn., drove into Ft. Smith, Ark., recently he had been through the worst roads in his experience, and he drives all the time, because he is that kind of a salesman. He had experienced all the experiences that can come to a motorist on the way from Mena to Ft. Smith in the state of Arkansas. He even ran his car for five miles with water instead of oil in his engine. Got stuck in a ford, had to be pulled out; the engine was full of water when he reached shore. And, that was just once that he was helped by a team of long-eared burden-bearers.

"What kind of roads are there from here to Joplin?" he inquired at Ft. Smith. We know he did, because he told us all about it when he dropped into headquarters the other day. He knew about the Jefferson Highway, because he had driven over it between Northfield and Minneapolis several times. You will understand why he came in to ask about the Jefferson north, when in St. Joseph, after you hear the rest of the story.

"Worse than those you have just come over, or at any rate, not any better," was the answer he received.

"Well, how far is it to the Highway?" he asked. Now THE Highway he meant was the Jefferson. It was 100 miles west. So, he drove to Muskogee, 100 miles west, got on the old Jefferson and in due time arrived in Joplin.

He declared that he was going to take the J-H on back to Minneapolis when he finished his territory in Missouri, too.

HERE AND THERE

Sparks From the Wires on the Great Jefferson Highway.

Upshur County, Texas, reports that a bond election for \$1,000,000 for 365-Day Roads carried 2062 to 738. Of course some of that will go on the J. H.

— Build Roads Now —

Morrison County, Minnesota, will hard-surface the Jefferson from Little Falls to the Benton County line, according to reports. The county commissioners have ordered the issuance of \$250,000 worth of bonds for the work, which added to Federal Aid will provide about \$400,000. The action followed a meeting attended by Commissioner Charles M. Babcock, of Minnesota.

— Build Roads Now —

Grant Parish, Louisiana, recently held a meeting of the Jefferson Highway Club. A good crowd was in attendance. A general discussion of conditions ended with resolutions urging the Governor and State Board of Engineers to exert their best efforts to have the letting of the contract to build the link of the Jefferson Highway in Grant Parish at the earliest possible date. A committee was also empowered and instructed to go before the police jury asking for a liberal fund to make repairs on the Jefferson Highway sufficient to make it passable for travel until the contractors can get to work on the permanent improvement.

— Build Roads Now —

Red Lake County has taken the initiative in another important matter which will materially benefit the northern part of Minnesota. This time it is the hardsurfacing of a ten mile section of the Jefferson Highway passing through that county. Red Lake people evidently have found the J-H a paying proposition and are determined that it shall not get away from them. The county commissioners of Red Lake County have voted to levy \$25,000 of bonds to make permanent improvements of that section of the J-H between Red Lake Falls and Terebonne, according to the Red Lake Falls Gazette. This action by the county board will entitle the county to an equal amount of the Federal Aid appropriation, making a total of \$50,000 which will be spent along these ten miles.

— Build Roads Now —

The city of Nevada, Mo., which recently voted \$30,000 of bonds for building hard roads, commenced work recently by starting the grading and graveling of six miles of road extending south from Nevada. This is part of the Jefferson Highway. They will draw government aid on this road and then will use other portions of their funds on the building of roads in other directions.

— Build Roads Now —

The All-Minneapolis Good Roads Council in session at the Andrews hotel perfected an all-Hennepin County organization for the promotion of good roads. This organization now consists of official representatives of 20 city organizations which comprise all the commercial clubs, the city mercantile organizations, the Civic and Commerce

(Continued on Page 21)



Manager Greater
Kansas City
Good Roads
Association.

ONCE more J. Frank Smith is on The Jefferson Highway." He was considerably "on" when the highway first went through Linn County, Kan., his old home. He temporarily left it, to act as manager of the Kansas Good Roads Association. His unusual and marked success in the Sunflower state attracted attention outside its confines. As General Manager of the Greater Kansas City Good Roads Association, this tireless worker will be a power. He assumed his new position at a great increase in salary and with the facilities at hand should be able to do even more effective work for the building of better roads throughout the central west.

A. Q. Miller, president of the Kansas Good Roads Association says this about Smith:

"Kansas lost its greatest apostle of good roads when J. Frank Smith resigned his position as General Manager of the State Good Roads Association and went to Kansas City as general manager of the Greater Kansas City Good Roads Association. No man in Kansas began earlier and worked harder and longer for 365-day roads than J. Frank Smith. His influence in securing good roads legislation we now have in Kansas was indeed marked. Much as his friends know of the great work Mr. Smith has done in connection with all phases of the good roads movement in Kansas, the full measure of his services to the state will never be known or appreciated. He put virility and action into the Kansas Good Roads Association and made his mark upon the constructive good roads legislation which we now have in Kansas. He was Kansas' greatest apostle of good roads when the state was in darkness and needed a leader."

Smith has been for the past 15 years a tireless and persistent advocate of good roads. He was born 50 years ago in Linn County, Kan., and as boy and man he helped his father operate a stock farm, taught school, studied law, published a paper for 25 years, and during his editorial duties acted as postmaster for nine years. The Greater Kansas City Good Roads Association includes all the commercial and civic bodies of the two Kansas Cities and its purpose is to promote the building of roads and encouraging marked highways in every direction from Kansas City.

THE MODERN HIGHWAY

Published Monthly by

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J. D. CLARKSON
Editor

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Volume IV

JULY, 1919

Number 6

OFFICIAL CALL

The Semi-Annual Meeting of the Board of Directors of the Jefferson Highway Association will be held in Winnipeg, Canada, at the Fort Garry Hotel, Tuesday and Wednesday, July 22 and 23, to transact such business as may properly come before it for consideration.

(Signed) THOMAS H. JOHNSON,
Attest: President.
J. D. Clarkson,
General Manager.

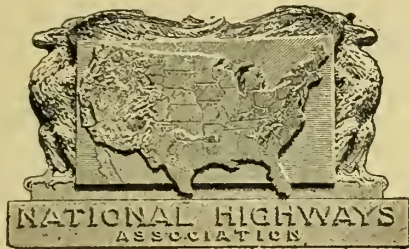
WHAT ONE SEES

THERE is an old saw to the effect that "seeing is believing." And, so it is. When one sees a thing right, he believes it is right. When he sees a thing wrong he believes it is wrong. Whether a thing is right or wrong depends entirely upon the standpoint from which the prospective believer seans it.

Perhaps there is no field in which there is a wider variance of opinion than in that of roads and highways. The ordinary man pays little attention whatsoever to roads except when he wants to go somewhere, and then he is usually free and open with his comments. There are also the too few in each community that make it their hobby to take an interest in the condition of the lanes of travel into, through and out of their city. Of this latter class, there are two extremes.

Who of us is not acquainted with the fellow who boasts upon every hand that his town is the center of the best dragged roads in the whole world? Who has not heard him tell "the world" that if it wanted to see some real roads it had better come to his dooryard? There actually are men who sit in the small hamlet by the way and think that the rest of humanity is to be pitied because it does not know about the wonderful highways around his chosen village.

Then, there is the fellow who works hard to



better road conditions, who lays awake nights trying to think of ways and means to improve the traffickways, but bemoans the fact that although he is always doing something, the worst roads between the Atlantic and Pacific, or the Gulf and the Canadian border are to be found right in his dooryard.

The best thing in the world for each of these fellows is a trip over one of the recognized national highways. The flamboyant boaster discovers that there are other good roads in the world. The pessimist finds that there are many stretches of much worse roads than his. If each is made of the right material, and all real Highwaymen are, he returns with a determination to make conditions better in his locality.

The foregoing general statements are very applicable to the Jefferson Highway and to men who are leaders in the communities that it serves. Recognizing these facts it is interesting to note that almost without exception the workers who are optimistic strive to maintain the enviable position they think they hold, and the other supporters are bent upon improving the condition they believe exists, after they have been spurred by a sight-seeing tour.

It pays big to go out and see what the other fellow is doing.

— Build Roads Now —

WHEN IDEAS RUN WILD

A minister recently was discussing in a Kansas City pulpit the League of Nations. He recognized, he said, certain difficulties in the way of such a league. So there were preliminary steps that must be taken to clear the ground for it. First, the world must be taught a universal language. Apparently it never occurred to him that he might as well have advised his hearers to grow wings and fly to heaven.

A writer in an advanced weekly jauntily remarks that the necessary peaceful social revolution could be brought about easily and naturally if twenty men should put themselves "disinterestedly at the service of the social process." Experience would seem to indicate that it would take more than twenty to do the job—several more.

When a man gets on a subject outside his range of experience he often runs wild. That is why the world of our ideas is so often remote from the world of actuality.

And that is why we need to be particularly cautious in a matter of such momentous importance as the proposed international organization to see that the world we construct in our imaginations bears some kinship to the real world of human beings.—K. C. Star.



WESLEY L. CONNETT

New Civic Director

One of the tireless workers for highways and good roads in St. Joseph is Wesley L. Connett. He was recently elected civic director from the seat of International Headquarters, and will attend the July meeting. Among other important posts he holds the presidency of the Missouri Division of the Pikes Peak Ocean to Ocean Highway.

— Build Roads Now —

What is the Highway Worth? A few weeks ago the Publicity Commissioner saw a truck loaded with \$600 worth of furniture start off over the Jefferson Highway to a place 74 miles away. The purchaser came that distance between the Blue and White markers to trade with the Kettler Furniture Co. of Pittsburg, Kan.

— Build Roads Now —

365 DAY ROADS ARE NO COST

HOW much will hard surfaced roads cost? How often have highway promoters and builders heard that question rung into their ears? That is the most natural question to raise when talking about better roads.

How much do mud roads cost? It is seldom the query from the man who puts up with them. Because he does not see the actual money go out of his pocket or bank account, to pay for mud roads, he thinks they cost him nothing.

The actual fact is that mud roads cost big, money, while 365-Day Roads are an investment. Mud roads return a loss and are therefore very costly. Hard roads return a neat profit and are therefore an investment.

Not only are 365-Day Roads an investment, but they are one of the best investments in the world. Did you ever hear of bonds that were issued to build permanent dirt roads being used as security? On the other hand, bonds issued for hard roads are excellent security.

Invest in 365-Day Roads now!

— Build Roads Now —

"Bemidji will be only too glad to welcome the Sociability Run party."—F. S. Lycan, Bemidji, Minn.

MINNESOTA'S PROPOSED SYSTEM

Trunk Highways into Every Section of State with Maintenance Fund are Proposals of Chas. M. Babcock, Commissioner of Highways, for Legislation

— Build Roads Now — Build Roads Now — Build Roads Now —



Chas. M. Babcock

lie highways by the State or Minnesota.

Commissioner Babcock's recommendations, all of which must be enacted in the form of amendments to the constitution, include the following essential points:

1. Creation of a Trunk Highway System which penetrates into every part of the state and which, as has been stated, comprises 6000 miles of the most important highways of the state.

2. Establishment of a fund, the proceeds of which are to be used exclusively for the improvement and maintenance of the roads in the proposed system, said fund to be derived from the proceeds of motor vehicle licenses, from Federal aid funds, from unappropriated money in the state treasury and, if there is a deficit in the fund in any year, then by a tax on all assessable property of the state of a sufficient amount to bring the fund to a sum which will meet all payments to be made from it.

3. Authorizing the legislature to provide for a tax, or license fee, on motor vehicles, the tax to be levied on a different basis than that levied on other personal property, but providing that any tax so levied shall be in lieu of all other taxes on such motor vehicles for state and county purposes.

4. Authorizing the legislature to issue and sell bonds of the state from time to time as money is needed to carry on the work of improving and maintaining the roads of the Trunk Highway System. The bonds will run for 20 years, will bear interest at a rate not greater than 5% and will be retired one-twentieth each year.

5. Authorizing the state to engage in works of internal improvement so far, and only so far, as the work of improving and maintaining the roads in the Trunk Highway System is concerned. This is now forbidden by Section 5 of Article IX of the constitution.

6. Authorizing the legislature to provide by law for the necessary machinery to carry out the intents and purposes of the amendment and to enact such statutes as it shall see fit regulating

the construction, maintenance and use of the roads in the system.

These, in brief, are the recommendations to be made by Commissioner of Highways. It will be noted that the plan follows closely to that of Illinois which was submitted to the people at the general election in 1918 and which was approved by a majority of nearly 500,000. In Illinois, however, the plan was submitted in the form of a statute which was referred under the initiative and referendum law of that state. In Minnesota it is necessary to treat the proposition as a constitutional amendment because of provisions in the constitution of this state which must be changed.

One of the most striking features of Mr. Babcock's plan is that it establishes a definite system of roads, serving all parts of the state, which forestalls the possibility of the bond issue becoming a pork barrel for future distribution. It enables both the legislature and the people to consider the proposition in abstract form and to provide the necessary constitutional amendments and statutes which will apply only to the Trunk Highway System and leave all the safeguards of the constitution relating to other subjects intact.

Another feature of the plan is that it does not disturb the state road and bridge fund, created by Section 16 of Article IX of the constitution. This is the fund which is known as the "State Aid Fund" and which is distributed among the various counties on a basis of 1% minimum and 30% maximum to any county. The County and Town road funds are also left intact.

The purpose of leaving these funds undisturbed is to place the counties in position to build the lateral and feeder roads necessary to weave the Trunk Highway System into a comprehensive and serviceable network of highways. The elimination of the 6000 miles comprising the Trunk Highway System takes from the counties the burden of their most costly roads so that the funds which in the past have been expended on these roads—and which will have to be expended on them in the future if the amendment fails—will be available for the construction and maintenance of the less important highways.

Mr. Babcock estimates that approximately 80% of the money which has been spent in the past few years on the state roads has been spent on the identical thoroughfares which are in his proposed Trunk Highway System. On this basis, there would be available for the secondary road system nearly \$6,000,000 annually if the amendment carries.

If the legislature submits the plan as proposed and the people approve it in 1920, Minnesota will soon be able to boast of a road system that will excel that of any state in the Union. There will be three classes of roads with plenty of money for

the construction and maintenance of all the highways in each of the classes.

First, there will be the Trunk Highway System of approximately 6000 miles which will be for the most part at least, hard surfaced and which will carry the through traffic. Then there will be the Secondary System, or the remainder of state roads, which will serve as the lateral or main feeder roads. In this system are about 7000 miles of road. These roads will be built and maintained jointly by the county and state through a combination of county and state aid funds. Then will come the third system of county and township roads to be built entirely at local expense. These roads carry the lightest traffic and the cost of maintenance is low. The total mileage of this system is about 83,000 miles, making a total mileage in the three systems of approximately 96,000 miles.

While there is always a wide divergence of opinion on the ways and means of financing any comprehensive road building plan, Mr. Babcock seems to have suggested the one upon which the greater number of people agree. It is well known that automobile owners, who by the way are the greatest and most direct beneficiaries of highway improvement, have been paying in license

fees and personal property taxes on their cars practically enough money, which if segregated into a separate fund and bonded for a period of 30 or 40 years, would finance a Trunk Highway System similar to that proposed by Commissioner Babcock. It was his idea to concentrate this money and his suggestions met with a hearty response from all parts of the state.

There were some, it is true, who objected to making the automobile owner pay the entire bill, but their objections were withdrawn when it was explained that the eliminating of the motor vehicle from personal property taxes would indirectly shift a part of the burden to the shoulders of all taxpayers in the state. In other words, the loss of revenue occasioned by eliminating motor vehicles from taxation as personal property, less the reduction in the amount of money required by the counties for their county road and bridge fund, will have to be made up by increased levies on other assessable property.

Mr. Babcock has been notified that numerous commercial and civic organizations in various parts of the state have gone on record as favoring the plan. He also has been assured of support by a great many members of both branches of the legislature.

Build Roads Now — Build Roads Now — Build Roads Now —

FARMER OFFERS \$1,000 FOR BRICK ROAD

He and Others Must Raise Bid and Then Do Something Else to Get a Dependable Highway

THE following statement appeared in a recent issue of *Dependable Highways*: "I will give \$1,000.00 toward getting a brick road from Elizabeth City to my home near Weeksville," declared W. C. Morse of Salem Township, recently in *The Independent*, of Elizabeth City, N. C. Mr. Morse named other prosperous and enterprising farmers in his section who felt just as he did and would give much to get a permanent road. It is 12 miles from the Morse home to Elizabeth City. It took Mr. Morse just seven hours to make that 12 miles the Sunday before he made his \$1,000.00 offer."

\$1,000.00 for a road seems high, and the offer of it by Mr. Morse seems reckless. The further statement that several other prosperous and enterprising farmers on that 12 miles of road felt just as he did, seems to describe a situation that would very promptly bring about the desired result. But a little analysis will prove that there is no imminent prospect of Mr. Morse and his neighbors getting a brick road and also reveal the reason why.

In the first place Mr. Morse might double his offer, making it \$2,000.00 instead of \$1,000.00, and if he did nothing else he would be in no imminent danger of having to pay out his money, because road building is a community function and community functions are not brought into action by such offers as Mr. Morse is said to have made. *He must do something else.*

However justly he and his neighbors may be entitled to the description of prosperous and enterprising farmers, they are not entitled to that description as citizens.

IN fact, the more prosperous and enterprising they have been and are, as farmers, the less they are entitled to that description as citizens. If they were poor and shiftless as farmers, there might be some reason why one of their number should consume seven hours in going 12 miles. Being shiftless, his time would be worth so little to him on the farm that he could afford to consume seven hours of it in going 12 miles. What is an hour more or less to a shiftless man.

If Mr. Morse and his neighbors pursued the same policy in regard to having good farms as they have in regard to having good roads they would have no better farms than they have roads. Offering the purchase price of an unimproved farm alone never brought about the conditions described as "prosperous and enterprising." *They did something else* and something else must be done, than merely offering the money cost of a good road, before they will get them.

At an expenditure of much labor, time and thought these men learned how to be prosperous, enterprising, independent farmers. In other words they learned how to function as farmers, but while doing so gave little or no attention as to how they were functioning as citizens along road building lines, hence they possess about the same situation in roads as they would have had in regard to crops and stock if they had given no more attention to their farming operations than they have to road operations.

CLARK COUNTY ON THE JOB

Surveying of Jefferson Highway From Osceola to Decatur County Line Attracts Attention.

QUITE in keeping with Uncle Sam's way of doing business, three government men dropped into Clark County, Iowa, recently to do some preliminary work to locating and surveying the Jefferson Highway between Osceola and the Decatur County line. It will be remembered that some time ago the Clarke County Board of Supervisors arranged with the government whereby about \$34,000 of the government Good Road appropriation is to be spent in Clarke County. Since that time an additional appropriation has been made, bringing the amount up to \$121,427.76. This money will be used for grading, draining, etc., but not for hard surfacing. The funds are now available. It is a great boost for Clarke County and it is fortunate that the county is among the first in the state to receive its quota of the big appropriation. The activities of this road work will be observed with much interest along the Jefferson Highway.

— Build Roads Now —

\$50,000 ON COUNTY ROADS

Thief River Falls Tribune Recently Carried a Story Worth Reading.

AT A recent meeting of the county commissioners, which was attended by one of the state highway engineers, it was proposed to expend \$50,000 in Pennington County, to produce better roads. The Jefferson Highway will come in for a considerable share of the improvement.

Perhaps the one section which will be of most interest to the city people will be to change that portion of the Jefferson Highway which enters the city from the south. Instead of turning east at the Connelly corners the road as proposed will continue straight north till opposite First street. There it will turn east and the Jefferson will enter the city on First street west.

This will mean the abandonment of that section of the road now in such miserable condition running west from the stone arch bridge at the further end of Arnold avenue south for half a mile, and located between the township of Rocksbury and the city of Thief River Falls.

The next most important improvement will be that section of the Jefferson Highway from the southern entrance at the county line north to the east and west road just north of St. Hilaire, thence east five miles to that portion of the state road which was graded last year. Then beyond this stretch again for four miles to another portion of the same road which runs into Hazel.

The state road running west past the fair grounds after leaving Sixth street, and known as the Jefferson Highway is in fine shape to the twelve mile post. The next mile was improved a year ago and now it is proposed to extend this road another two miles west to the Marshall County line.

The ball is still rolling down in Old Platte County, Mo. "Charley" Hull advises that on May 15th the contract for surveying the road for which \$17,000 was raised, was signed. The County Court has appointed an advisory committee composed of Hull, Judge Chestnut and J. O. Johnson.

— Build Roads Now —

NEW HAMPTON VOTED "YES"

Hot Fight in White Oak Township, Harrison County, Missouri, Ends Right.

THE proposed bonds amounting to \$37,500 for a 365-Day Road in White Oak Township on the Jefferson Highway, Harrison County, Missouri, will be issued. After a hot contest, due to competitive routes between Bethany and New Hampton, known as the north and south roads, the proposition carried by a vote of 239 to 91, making it safe by a nice margin over the necessary two-thirds majority.

White Oak Township's five per cent assessed valuation was a little over \$40,000, the limit prescribed by law at the time the petitions were filed. The entire amount with Federal and State aid of \$75,000 will be spent on a rock road for the Jefferson Highway, connecting Bethany Township and Athens Township in Gentry county, both of which have already voted bonds for 365 Jefferson Highway roads. This now affords a stretch of twenty miles of hard road from Albany to Bethany and goes right through the main street of New Hampton. That the favorable bond election boomed things is evidenced by the report of a sale of lots, consisting of twenty-three acres, all of which were sold in less than two hours, and also 17 acres more, completing a forty, for \$22,000. An investment in good roads is always a boon to business and property values in a community that is progressive enough to forge ahead in the construction of roads and support of national highways.

— Build Roads Now —

BRIDGE COMPLETE SEPT. 1

When Finished the Canadian River Structure Will be Worth Waiting for.

ADVICES from R. L. Simpson of Eufaula, Okla., indicates that another mighty construction project on the Jefferson Highway is progressing in fine style, considering the unfavorable conditions of the past year and months. The bridge over the Canadian river is nearing completion. All the steel spans are now in place. A little delay is being occasioned on account of the reinforcing steel for the concrete floor. Traffic will probably be sent over the structure the last of September. In the meantime proper arrangements are being made to see that the Sociability Run gets across the river at this point.

"We have been delayed quite a good deal in this bridge construction, but we feel," writes Mr. Simpson, "that when the matter is completed, you will be well satisfied with preparations we have made here to take the Jefferson Highway across the Canadian River."

HERE AND THERE

(Continued from Page 15)

Association and the Real Estate board. The membership also includes practically all concerns engaged in the auto trade. The following are the officers elected: President, H. M. Orfield; vice-presidents, O. E. Johnson and August Cedarstrand; treasurer, V. H. Van Slyke; secretary, R. P. Felton.

— Build Roads Now —

Thief River Falls is planning for a mile of paving this summer. There is also talk of re-routing the Jefferson through the city.

— Build Roads Now —

Government trucks will be supplemented by other trucks and tractors in Minnesota. Marshall County already has been granted seven of these trucks while Roseau County has made application for three, Beltrami County for seven, Clearwater County for three and Polk County for five. In all probability the commissioners will ask for three for Pennington County, together with three Fordson trucks. These last will be bought and owned by the county. It is claimed and has been demonstrated that quicker and better road dragging is possible with tractors than with teams. Again these tractors can be used for many purposes by the county and will if kept in good condition by an expert for that purpose soon pay for themselves in time and labor.

— Build Roads Now —

Bourban County, Kan., is boasting again. A review of the rock-road petitions now on file at the court house shows that since the passage of the new Kansas road law petitions have been allowed by the county commissioners for the construction of a total of 110½ miles of hard-surfaced road. This mileage is included in twelve road petitions, all of which have been allowed in the past two and one-half years, some months ago, and others only a day or so ago. Bourbon County up to this time has approximately 75 miles of hard-surfaced road constructed, and when the roads petitioned for are built, the mileage of rock road in the county will have been increased to 185½. It is estimated that there are at this time petitions in circulation for at least 50 additional miles of rock road. This, with petitions allowed, and roads already built, would bring the total of hard-surfaced road mileage in this county up to 235½.

— Build Roads Now —

Placing the amount to be used in Beltrami County, Minnesota, during the next several years for road improvement and construction at \$465,000, the board of commissioners has authorized the issue of \$250,000 county bonds for such a purpose, and bids for their purchase will be advertised for at once. To this new issue is added the \$100,000 authorized by the board at its previous meeting, \$25,000 provided for some time ago and \$90,000 which is the county's share of federal aid.

Of the total amount to spend on roads \$197,000 will be returned to the county should the Babcock road law amendment be adopted by the voters of the state in the fall of 1920. Should this happy result be attained, this wonderful program of road construction, costing \$465,000 will cost the taxpayers of the county but \$187,000.

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Our stock of accessories and Ford parts is complete.

Phone No. 5

Stanberry, Missouri

THE BRIDGE THAT APPLES BUILT

(Continued from Page 8)

also the genius who planned and fashioned the model house, barn, machine-house and other buildings that adorn the hill which overlooks Big Creek valley.

Knowing Maize as you do by this time you are not surprised to learn that all the fittings and attachments are the latest and most modern. Where other heads had not provided, the ingenuity of this man worked to make a degree of perfection.

You can run your car up the slight incline to his front door of his home. Usually a narrow roadway leads from the main highway to a farm-house. Here again is a pleasant surprise, for the "lane" is as wide as a boulevard.

To the right and back from the house is an enormous barn. It was designed and built by Maize for sheltering and feeding stock. For this purpose it cannot be surpassed. "Snap" goes a button and "juice" from a three kilowatt plant brightens the filament in a Mazda, and many other globes all over the place. You see great doors on all sides, until you begin to wonder whether there are any walls.

"Very often when a rain comes up quickly it catches us out with a load of hay," said Maize. "I decided years ago that I'd never have a barn that didn't have big doors so that we could drive right in. It saves time; also, in driving out stock, avoiding the jam that is customary at a small door. Since I started raising sheep I find them very handy."

The stables and "hospital" for sick animals are also on the lower floor. At one end is a silo forty feet tall and fourteen feet in diameter flanked by grain bins, which are in the second floor. A mammoth hay mow occupies the remainder of the second story.

Grinders, run by electric motors, help in the process of preparing feed, which is mixed

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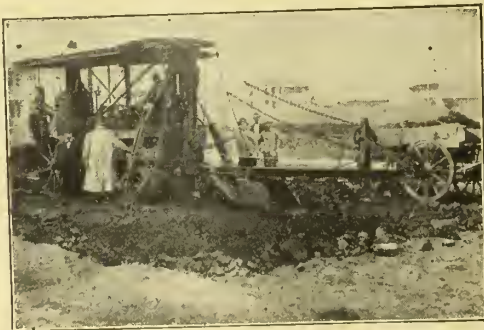
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For Road Grading, Ditching, Back-filling, Etc.



Is light enough to cross culverts and small bridges safely; self-moving over steep and hilly roads; easily operated and low priced. Descriptive Bulletin on request. Handles three kinds scoops; Dipper for side hill excavation; Ditcher, for trenches, and Skimmer, here illustrated, for road grading. Economically lifts 6-inch cut, leaving finished surface, any desired slope within half circle 32 feet in diameter. Capacity 300 to 400 cubic yards per day.

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EUFAULA, OKLA.

on the floor and sent along the sides of the barn in traveling carriers hung on overhead tracks. The feeding plan provides that these carriers may be emptied into a sort of bin along the entire length of the building. From this long bin chutes run to the manger below. All the alfalfa meal fed on the farm is mixed right there.

A most curious and interesting spot is the machine shop and packing house. It is a two-story structure, built in the shape of a "Red Cross." Some of the multitude of necessary accessories to a farm included a large and a small tractor, a motor truck, spraying outfits, complete tool and machine shop, cider presses, harness racks and oilers, apple sorters and all sorts, shapes and varieties of "nick-nacks."

The Happy Valley Farm boasts of water-works, all its own, too. The whole family—father, mother, son and baby enjoy the pleasure and convenience of running water and a bath the same as though they were not residing miles from an incorporated city, where these things are believed to be necessities.

"Won't you come in for dinner?" urges your genial host.

Upon our refusal he fills all available pockets and hands with apples. The average crop is about 7,000 bushels. Some years there are more; some years less.

"Of course," you are assured, "not all that we get from the apples is profit. There is great expense connected with spraying, pruning, picking and pocking apples. Not all the receipts are velvet by a long ways."

However, Maize's problem of market is solved. Whereas a few years ago he used to dicker with commission men, "before I learned by bitter experience that there was no money in it for me" he now has his trade coming to his place of business. The Jefferson Highway has contributed largely to the fact that his market is now in his door yard instead of miles away. He sells direct from "grower to consumer" and each benefits.

You may have doubted whether any road, or even the Jefferson Highway was worth three solid months' of time and thousands of dollars of actual money spent. After hearing about Maize, the apples, the road and the bridge doubt it no more.

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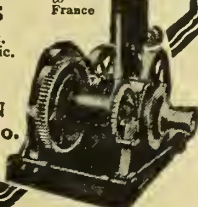
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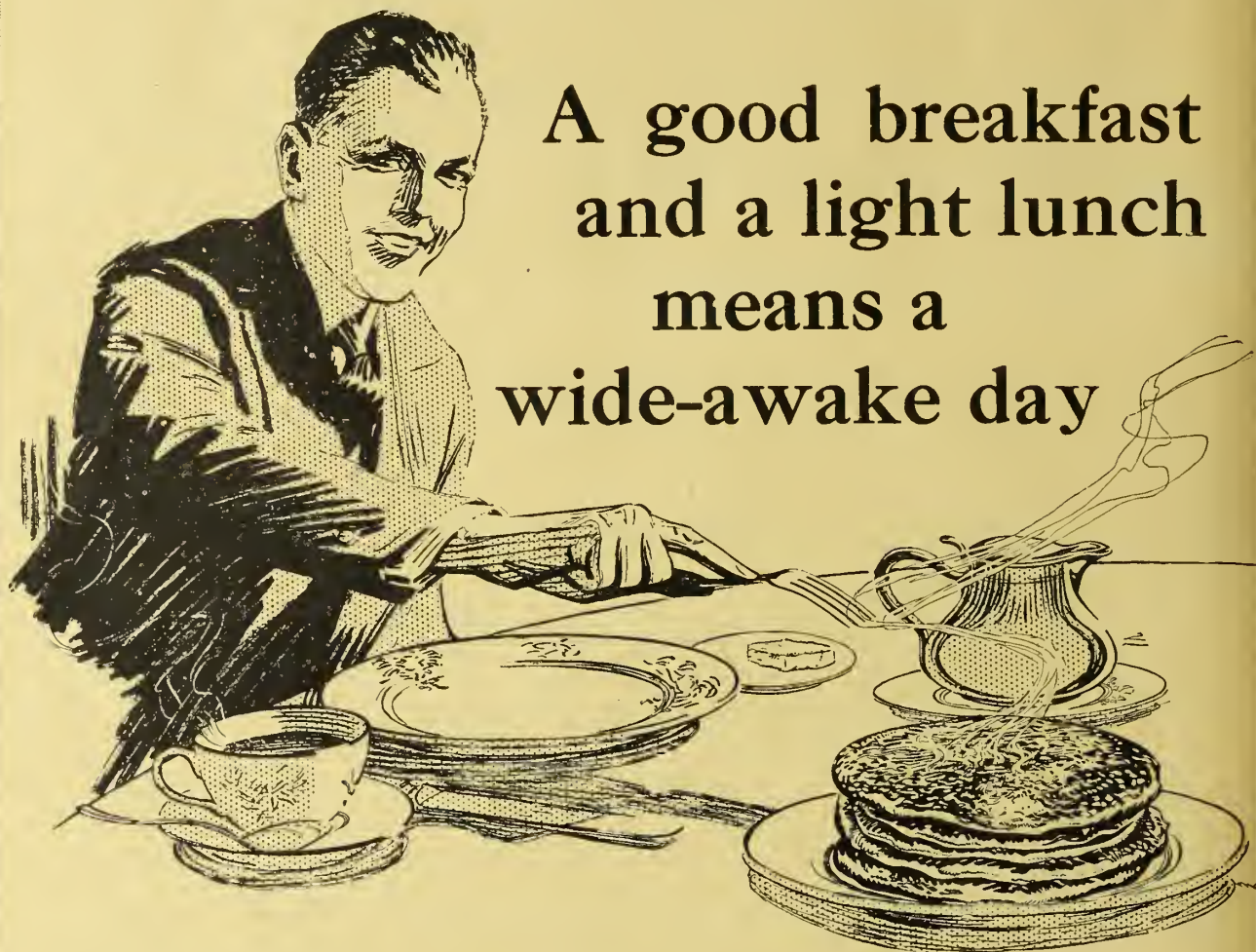
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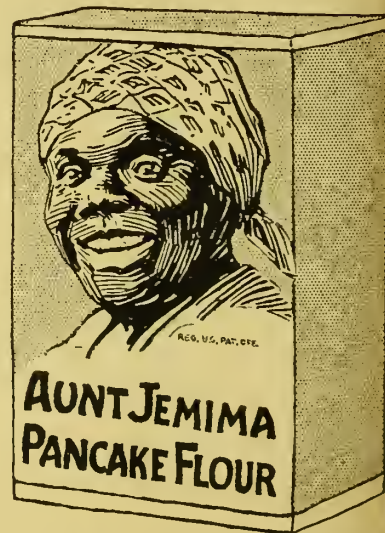




"If I overeat at lunch these summer days, it makes me sleepy," men are saying. Yet who can keep from ordering a big lunch when he's ravenously hungry—because a dainty breakfast only teased his appetite?

Start the day right with a man's meal, Aunt Jemima Pancakes. Big, brown and filling, they come fragrant from the griddle.

Pile on the maple syrup or honey and enjoy the best breakfast you ever ate. Your wife will be pleased because Aunt Jemima Pancake Flour—with even the powdered sweet milk mixed in it—is the easiest breakfast to get for you. She just adds water to make perfect pancakes.



"I'se in town, Honey!"

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Modern Highway

The Modern Highway

Published Monthly by

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JEFFERSON HIGHWAY ASSOCIATION

AUGUST, 1919

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SEP 8 1919

Sociability Run Scenes



Snapped just before the party left International Headquarters, showing the pilot car, followed by Governor Pleasant and Southern Tourists.



The Jefferson Highway bridge across the Canadian River, which will be open to travel this Fall.



A rear view, taken at Stanberry, while thousands were listening to speeches by members of the party.

Russell

Earth Handling Machines

are handling more dirt and keeping more roads in order than ever before; 1919 is our banner year, so far.



9 SIZES and STYLES of ROAD MACHINES
From 500 lbs. to 7300 lbs.—5 ft. to 12 ft. Blades

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The Modern Highway

Volume IV.



Number 7

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THE STORY OF THE RUN

As it Made History, the Louisiana Party Gathered and Dispensed Inspiration, Good Fellowship and Jefferson Highway Neighborliness on the Greatest of Sociability Runs Over the Greatest of Highways

By R. D. Nibert.

— Build Roads Now — Build Roads Now — Build Roads Now —

AT EXACTLY 9:30 A. M. on Tuesday, July 1st, there started from the granite shaft at St. Charles and Common Streets, New Orleans—this shaft being the marker of the Southern terminus of the Jefferson Highway—a very unique and history making cavalcade. It was the party comprising the Jefferson Highway Sociability run from New Orleans to Winnipeg, Canada, a distance of 2,400 miles, and crossing seven states before reaching the Province of Manitoba. The party was headed by Hon. R. G. Pleasant, Governor of Louisiana, in Highway Commissioner Duncan Buie's car. Immediately following was the big Packard



R. D. Nibert

of Mayor Behrman of New Orleans. Mr. Fred Boulتمان and others of New Orleans were in the line-up, with Winnipeg as their destination. The party was piloted by J. D. Clarkson, manager of Jefferson Highway, and escorted by cars under the auspices of the Good Roads Bureau of the New Orleans Association of Commerce. Mr. Walter Parker, vice-president of the Jefferson Highway, on account of a business trip to Europe, was not one of the party, as was originally intended, and many were the times throughout the run when his absence was mentioned with deep regret.

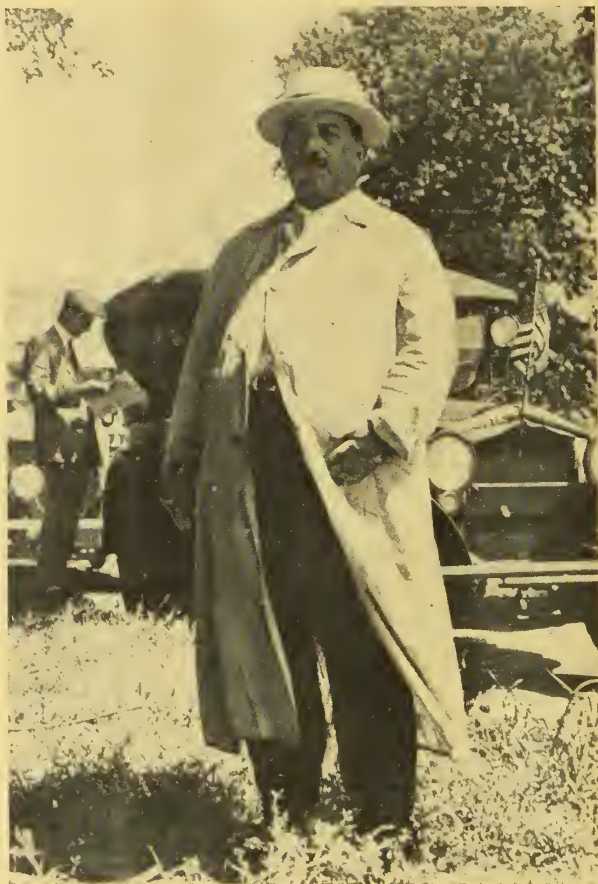
The procession moved off on schedule time, but had not gone far until one of the innumerable heavy rains, that had held southern Louisiana fast in mud for the past six months, intruded itself. The cars were presently strung out through the different parishes between New Orleans and Baton Rouge. Some were in

ditches, others were partly inundated in holes and the end of the first day's run found a few of the cars at Garyville where they should have been at noon. The only car to reach Baton Rouge, which was the night control, was Mayor Behrman's.

Desiring to maintain the schedule that had been worked out, Mayor Behrman took up the trip from Baton Rouge Wednesday morning, while the other cars were endeavoring to catch up. There was some misunderstanding, however, in regard to the road, with the result that the Mayor's car became stranded near Rosedale where almost the entire day was spent in getting it out of the mud, three yoke of oxen and four mules being required.

In defense of the road conditions in Louisiana, it might be well to state at this time that the condition of the roads, as is well known, was due to a six month's season of heavy rain, something quite unusual. Road conditions were found in other states that would have given almost as much trouble had it not been that those localities were favored with several days of clear weather before the party arrived. The result of the many vicissitudes and hardships brought about by swampy roads in Louisiana was, that the party on the morning of July 4th was able to get out of Alexandria intact, but exactly one day behind schedule, having been joined by the official escort car at Bunkie. Even though one day late, which meant that all programs had been disarranged and receptions abandoned, there were hearty welcomes by large crowds at the leading towns across the State of Louisiana and into Texas and Oklahoma at which period the re-set schedule had been fairly well established.

HONORABLE J. McW. Ford joined the party at Shreveport. There was also in the party, Mrs. Pleasant, Mrs. Ford,



Mayor Behrman of the Crescent City, "all set."

Mrs. Buie and other ladies. It would be difficult, indeed, to convey an intelligent idea of the spontaneous enthusiasm, the intense interest, the tremendous hospitality and the royal welcome with which the party was met in all of the leading towns. It was impossible to determine whether all of this reflected the appreciation of the Highway, a deep interest in the official members and what they had to say, or whether it was just the pure American hospitality manifesting itself. It was worth more than it is possible to describe to find that folks, no matter in what state they lived, no matter whether the town was large or small, no matter whether it was a magnificent banquet by an Association of Commerce of a large city, or merely a medium of hospitality shown by serving of lemonade to see and feel the thanks in the grip of the hand or the animation and expression of the face that made us know that we were welcome into their hearts and homes, and that they were sorry when we left.

Many of the towns had prepared souvenir programmes, some of which were elaborate, others being quaint and quite original. The wonder of the party as it progressed on this wonderful journey was how it was possible that every town seemed to out-do the other in the matter of enthusiasm and hospitality. The welcome to the members of the party were many times in rhyme, and sung to the air of popular songs. In some places the official state flag of Louisiana was profusely displayed and the speakers, chief among whom were Governor Pleasant, Mayor Behrman and Mayor Ford, certainly did honor to the occasion.

There were times when they were jaded, tired, dusty and even thirsty but there was never an instance of a lack of sincerity or a dimming of the fire of enthusiasm when these splendid men were called upon to greet their Jefferson Highway Neighbors, to tell them why they had come among them and to express their appreciation of the receptions that were accorded.

The nature of talks that were made by the various speakers assumed their natural trends, those of the Governor's being along the broad lines of modern world citizenship, Jefferson Highway neighborliness and the value of a highway to the country, not alone for its convenience from a commercial standpoint but for its function in removing state lines and section lines, thereby bringing about a condition of thorough unity of feeling toward American citizenship. Stress was laid by the Governor on the importance to the states in the Mississippi Valley, of the improvement of the natural arteries of commerce—viz., the great waterways that serve the valley between the Rockies on the west and the Alleghenies on the east—wending their way southward across the valley to the great port of New Orleans. In conjunction with this, the Governor emphasized, the need of a great American Merchant Marine to link its functions with those of railroads and inland waterways. The Jefferson Highway he reasoned, would enable the people of the valley states to visit the port of New Orleans, become acquainted with her wonderful facilities, which, on the theory that "Seeing is Believing," would result in their coming to feel that the great Mississippi River and those facilities were to be considered the medium of exchange for grain of the north with the fruits of the tropics, as well as the merchandise from the industrial centers of European ports, and those of American cities.

It was only natural that Mayor Behrman was prone to praise the glories of his wonderful city, that he could not refrain from explaining to the business men of the various large cities where he talked that the natural trend of commerce is along North and South lines and that it is certain to be of mutual benefit to the middle Western States and the City of New Orleans when they have learned to appreciate the fact that his wonderful port is prepared to handle their commerce more economically and with a greater dispatch than the Eastern ports and it was, therefore, easy for him to encourage all activities, not only in connection with construction of the Jefferson Highway, but of other natural methods of transportation, chief among which is the great Mississippi River.

Shreveport will wake up presently and discover that she has a real Mayor. This boy Ford, with his tremendous energy and his keen ability to make good, clean business talks, was always on the job. An able Mayor of the keenest town south of Kansas City.

TO ILLUSTRATE in a measure the interest with which the various cities and communities looked forward to the arrival of the party, it might be well to mention that in almost every town we would be met by a delegation from the next town ahead.

Notable among such was Kansas City, and the bunch at Joplin. Mason City, Iowa, sent a delegation to Des Moines and broke all records by having the largest number of cars to welcome us at the city limits. St. Paul was on the job so far South that her folks seemed permanently a part of the party. Her mayor and other city officials were at the Iowa state line to receive us and it is in order to mention that Mayor Hodgson went all the way to Winnipeg as did other St. Paul men and added greatly to the affair by the splendid touching speeches that they were able to make. Little Falls, Minn., sent her delegation nearly 300 miles to meet the run and so it was all the way along. Honorable Thomas H. Johnson, Attorney General of Manitoba and President of the Jefferson Highway, met the party at St. Joseph, Mo. A little ways farther on, Winnipeg qualified by sending Publicity Commissioner Macdonald, and at Red Lake Falls, Minn., there was another contingent of Winnipeg officials waiting. Governor Robertson of Oklahoma was unable to join the party but sent his secretary to personally welcome the Governor of Louisiana and to escort him across the State. Governor Allen of Kansas joined the party at Pittsburg as did Governor Harding at Des Moines, Iowa. Governor Burnquist of Minnesota qualified at St. Paul. Hon. Geo. E. McIninch of St. Joseph was the personal representative of Governor Gardner of Missouri, and accompanied the party to Winnipeg.

Much to the convenience of the party, it was discovered that from below St. Joseph, Missouri, to Winnipeg, the Highway, with the exception of possibly a few stretches, was provided with the regulation Jefferson Highway markings. Almost every conceivable kind of a road was encountered. There were gravel roads, cement roads, asphalt roads and some dirt roads that were good for 45 miles per hour, mile after mile, and a few other kind of roads.

There was only one thing that was not appreciated and that was the apparent nature of Manager Clarkson to live without sleep. It has been declared by many of the party that he stayed up all night so as to get the bunch up early next morning. We saved money because we didn't have time, with rare exceptions, to get a shave or have our shoes shined. There was practically no delay or inconvenience at either the American or Canadian Custom Houses.

On the afternoon of the 21st of July, we rolled into the splendid little city of Winnipeg, the most picturesque procession that has ever crossed this continent. There was a string of cars at the city limits that extended for miles. Premier Norris had already journeyed to Emerson which is on the border, where he extended an official welcome. A very artistic arch-way had been erected at the border, but we had already been made to feel that we would be just as much at home in Canada as in Louisiana.

And then came Winnipeg! One of the daily papers of that city very aptly, though apparently in error, referred to the occasion as the

Hospitality Run and it certainly was a hospitality run after it ended in Winnipeg. Officially, the entertainment there consisted of a magnificent lunch at the Assiniboine Park, an informal dinner and reception at the Governor's mansion, a lunch by the Chamber of Commerce at the Canadian Club and an open air dinner under the auspices of the Automobile Club at old Fort Garry, some 20 miles out on the river. Not satisfied with all of this, the Winnipeg officials insisted on taking the entire party 150 miles west by special train where they "did" the Provincial Fair at the City of Brandon. The number and magnitude of exhibits of live stock, the long list of clean, attractive entertainments, the Indian camp and parade; in fact, the affair as a whole, amazed us. It was one of the most interesting features of the trip. Mention should be made of the splendid manner in which the Chambers of Commerce or other Civic bodies of the large towns, such as Eufaula, Muskogee and Miami, Oklahoma; Joplin, Kansas City and St. Joseph, Missouri; Pittsburg and Fort Scott, Kansas; Des Moines and Mason City, Iowa, and the wonderful Twin Cities of Minneapolis and St. Paul, came through with receptions that were magnificent, but were important more especially for the attendance and interest that was manifested by their business men.

The only possible feature of the run that would bring any regret to the Louisianans, is that more of her citizens could not see how

(Concluded on page 21)



"Shreveport will wake up presently and discover that she has a real mayor."

NOTED AS WE JOURNEYED

Being a Log of the "Crew" That Rolled for 2400 Miles from the Second Largest Port in the United States to the Great Inland City of Winnipeg

— Build Roads Now — Build Roads Now — Build Roads Now —

WHEN the Jefferson Highway Sociability Run left New Orleans the morning of July 1st, there were few who believed that it would be possible to plow through the mud of Louisiana, following a rainfall over a period of forty consecutive days. The most discouraging part of the journey, then, occurred in Louisiana. At one time Mayor Martin Behrman's car dropped into a swamp and it took three yoke of oxen, two pairs of mules and 100 colored helpers to move it. The party is loath to tell of the heart-breaking two days that it took to make the first day's schedule. Against such obstacles the true color of the members of the Official Party came out. The fire merely hardened the steel.

The program was, it is plain to be seen, shot into a thousand paper-wads, so far as the schedule for the first three days were concerned. However, Mayor Behrman came up from the bottom long enough to talk to the good people at Melville. It was a go as you could—not as you please—Run up to Colfax, so the note writing began here. Life began to have a brighter luster when enthusiastic crowds surrounding decorated stands greeted the mud-eating tourists at Colfax. Governor Pleasant and Mayor Behrman spoke to an interested and appreciative audience.

A fine lunch was served by the Elks at Natchitoches, following which the Governor, the Mayor and Highway Commissioner Duncan Buie spoke.

Everyone was happy when Shreveport was reached very late. After spending the night here, a start was made at 10:45 o'clock Saturday morning. A short stop was made at Marshall, Texas, before the noon control.

An extra fine luncheon was awaiting the Tourists at Gilmer. Enthusiastic reception on the part of the Texans warmed Governor Pleasant and Mayor Behrman, who made the principal speeches.

A throng was gathered to hear short addresses by the Governor, Mayor J. McW. Ford, of Shreveport, who joined the Run at that city, to continue on to Winnipeg; by Mayor Behrman and Highway Commissioner Buie. Although late arriving, a crowd was awaiting to listen to talks by the distinguished Southern visitors at Mt. Pleasant, Texas.

A glorious entertainment was provided at Mt. Vernon, Texas, a night control, where the Run arrived at 8:30 o'clock. Members of the party were entertained at private homes that were opened for the event. A giant banquet was served, after which there were speeches by members of the party.

Although it was Sunday, and sufficient reason for not doing so, Greenville greeted the

travelers most royally. The program centered around a bountiful banquet.

Wolfe City sounded the fire whistle to announce the arrival of the visitors, who were prevailed upon to talk to the assembled citizens. Refreshing lemonade was served.

Bonham also notified the people in the community by means of the fire whistle that the Jefferson Highway Sociability Run had arrived. Ice cream and soft drinks had been prepared for the trippers, and these were relished.

"Welcome" was the message emblazoned upon a large flag hung across the street at Cumby. Owing to the fact that it was Sunday no talks were made here. Souvenirs that were to have been given out were sent to St. Joseph, with the explanation that the man who held them was in church when the Run passed through. They were unique, and perhaps more greatly appreciated by the tourists than had they received them on time.

Sunday night saw the schedule well maintained upon arriving at Denison. There was a banquet and the usual number of talks by the honor guests.

A second state line was crossed when the Run passed into Oklahoma. The noon control was Atoka, and after a delicious dinner at the hotel talks were made by the two Mayors.

Owing to the delay of one day in the Run Schedule the exercises incident to the dedication of the Jefferson Highway Bridge over the Canadian River were not held there, but at a banquet in the evening at Eufaula. The program to have been given the day previous was partly carried out. Fine speeches were made upon this occasion by Governor Pleasant, Mayors Behrman and Ford and Commissioner Buie. The most excellent entertainment possibly had been arranged. The most novel and greatly appreciated feature was the filling of all cars with gas and oil, and the storage and washing of all cars free of any cost to the party.

Wagoner was on the map with a dandy luncheon, while Pryor had cold drinks for the party during a short but strong appeal by Mayor Ford.

The Miami Chamber of Commerce and Women's Auxiliary had things fixed for the gala reception that was accorded the members of the Run. Neat souvenirs, natty program, menu and song booklets and large banners along the route were choice trimmings to a wonderful banquet and social occasion. Miami has the right idea when she says, "J. H.—Winnipeg to New Orleans—Via Miami, Oklahoma."

After visiting the greatest zinc and lead district in the world the party reached Joplin,



More than a handful

"The Town That Jack Built," for lunch. This city most hospitably received and entertained the Run.

Carthage, the home of General Manager Clarkson, who piloted the Trippers over the 2,400-mile stretch of blue and white poles, received the Run with open arms, with a monster crowd of boosters. Governor Pleasant, Mayors Behrman and Ford were the speakers of the occasion. The fact that the meeting was held out of doors in the shade was greatly appreciated.

"Extra fine" is the label on the Pittsburg (Kansas) section. A grand banquet, attended by the prominent business men of Pittsburg at the Stilwell Hotel, was attended by Governor Henry Allen of Kansas, who welcomed Governor Pleasant and the other distinguished visitors from Louisiana. In response to his address Governor Pleasant spoke. Addresses were also made by Mayors Behrman and Ford. The pretty menu cards were in Jefferson Highway colors, and the posts in the dining room bore the "J. H." pole marker. While the owners frolicked or slept the cars were washed.

Only a ten-minute stop was made in Ft. Scott the next morning, but punch, angel food cake, mints and souvenirs were tendered the trippers. A band met the party, leading it through the city. The four Louisiana spell-binders were again turned loose upon the eager populace.

While it occurs to the paragrapher it should be recorded that the roads in Linn County were found to be well dragged.

Mound City, the county seat of Linn, was the next stop. Here a ladies' committee served an exquisite lunch. Flags were flying and everyone was mobilized for the occasion.

The ladies were also prominent at Osowatomie. Lemonade was the special delight. Short talks were made. Cool and refreshing drinks and inspiring speeches were in order when Paola was reached. Governor Pleasant and Commissioner Buie did the honors.

Real doughnuts like the doughboy would like to have tasted "over there" were served with the lemonade at Spring Hill. This was a real treat.

Olathe, known as St. John Town, the home of cowboy boots, was the next stop. Royal preparations had been made. Nicely decorated cars met and escorted the tourists. A short speaking program was also the order of the day.

On the 1917 Run Rosedale broke into the Jefferson Highway family. The little city was one of the children who grew up and made a place for himself before the rest of the family knew he was alive. Preparations to greet the Southerners had been made in true Rosedale fashion. By mistake the delegation of cars to meet the Run took a wrong route and a very pleasing ceremony was missed, but everyone will remember this little brother of Kansas City just the same.

The Run was in the hands of the Greater Kansas City Good Roads Association in "The Heart of America," and delightful banquets and luncheons, together with a trip over the splendid boulevard system, were all a part of the cordial reception and entertainment afforded the Southern party. The Hotel Muehlebach was headquarters, and there was something doing every minute.

At North Kansas City a surprise awaited the "Palm-to-Pine" trippers. A long string of cars

from Parkville and other points on the new route through Platte County to St. Joseph were drawn up in striking array, and banners preclaimed that the old route was 65 miles and the new but 51 miles long. A short stop was made, the tourists proceeding by the old markers. At Nashua lemonade was served.

Mayors Behrman and Ford were the headliners at Smithville. The pilot car was sent to the garage at this stop with a broken spring. By speedy work and the loan of a driver it reached St. Joseph a half hour before the rest of the party.

At Dearborn, famous for her fried chicken and country hams, the Run was halted a few minutes while a speech was made by Governor Pleasant. From there the Run proceeded west to the Jack Logan farm, where 300 farmers, many of whom had left the fields and shut down threshing machines, were lined up to receive the party. Several of the cars that had been at North Kansas City had been driven over the new and shorter route and were waiting at this point. C. V. Hull had arranged for barrels of lemonade. Talks were made by the visitors in response to an address of welcome by Hon. James Hull of Platte City. From this point the Run was accompanied to Faucett over the new route of the Jefferson. Here another big crowd of farmers from Buchanan County had forsaken the crops to receive the Run. Light refreshments were also served here.

A dinner was served at the Country Club at St. Joseph, where the party drew up late in the evening. Splendid talks were made by Mayor J. C. Whitsell of St. Joseph, George E. McIninch, vice-chairman of the Missouri State Highway Commission and personal representative of Governor Frederick D. Gardner; Governor Pleasant, President Thomas H. Johnson of Winnipeg, Mayor Behrman, J. H. Beek of St. Paul and General Manager Clarkson. The Run left International Headquarters at Fifth and Jule Streets at 8:30 the next morning, with two cars added to the official party. Mr. McIninch, driving his own car, was accompanied by Mr. Beek and President Johnson, who joined the party at St. Joseph. H. C. Porter and family were the occupants of the second car.

A non-stop schedule was maintained until King City was reached. Here a short speaking program occurred. Refreshments were

served. An escort from Stanberry met the Run here and led the way to the little city that now holds premier membership honors along the entire Jefferson Highway. An account of the celebration is contained elsewhere in this number.

Bethany, the little city in Harrison County that has made Highway history, was the next stop. Cool, refreshing drinks were on tap. It will be noticed that from this time on that the Southern speakers were relieved of the brunt of the talking by the officials who joined at St. Joseph. Talks were made by Governor Pleasant, President Johnson, Directors Beek and McIninch.

Two years ago Eagleville took down first honors for decorations and tableaux. Much the same delightful reception had been arranged for this trip, with the result that a large crowd listened to President Johnson, Directors McIninch and Beek and Governor Pleasant. Lemonade was served.

The feature at Lamoni was the profuse use of flags in general decoration of the town. "Ice cold lemo—" was served in the shade with other trimmings. Mayor Ford, President Johnson and Director Beek were the speakers. Drinks and special decorations, with talks by President Johnson, Director Beek and Mayor Ford, formed the program at Davis City.

After the hot journey of the day it was a pleasure to reach Leon, enjoy the excellent hotel accommodations and accept the hospitality of the Commercial Club. Dinner at the hotel was followed by band concert and short speeches at the city square, where an immense throng had gathered to mark the event.

Large Canadian and American flags were hung across the street, and flags galore banked around the public square at Osceola. The ladies of the party received special recognition at the hands of the thoughtful entertainment committee, that saw that flowers were presented to each of them. The speakers were President Johnson, Mayors Behrman and Ford, Highway Commissioner McIninch and Governor Pleasant.

The fact that it was Sunday deterred the arrangements at Indianola, but notwithstanding this, there was a large crowd to hear Governor



Just one of the many outpourings that greeted the Run at all points.



"North and South"

Pleasant, Highway Commissioner McIninch, President Johnson and Director Beek.

Des Moines entertained the Run Tourists with an excellent dinner, under the auspices of the Greater Des Moines Committee, whose guests the trippers became. Governor Harding of Iowa welcomed the Southern party to the city and the state, while Senator Lafayette Young was toastmaster. Talks were also made by Governor Pleasant, Hon. E. T. Meredith, first president of the Jefferson, of Des Moines; Mayors Behrman and Ford and Frank C. Waterbury. Many prominent Des Moines citizens were present at the dinner. A. G. Batchelder, chairman of the executive committee of the American Automobile Association, joined the Run here. The beautiful capitol grounds were visited as the Run passed out of Des Moines for the north.

Nevada, the first stop out of Des Moines, was the best decorated town yet reached. Flags and banners were spread all over the city, there being not less than 500 "Welcome" banners alone. The speakers were A. G. Batchelder, who talked about the national system of highways proposed by the Townsend Bill; President Johnson, Director Beek, Highway Commissioner McIninch, Mayor Ford and Governor Pleasant.

Owing to a conflict in telegrams, after the General Manager had notified Hubbard that the party would take lunch there instead of Iowa Falls, as provided in the original schedule, Hubbard was disappointed in not having luncheon prepared. Following talks by Mayor Ford and Governor Pleasant, the party proceeded to Iowa Falls.

The word had gone ahead that a misunderstanding of plans had occurred at Hubbard and Iowa Falls quickly prepared a luncheon, entertaining with a fine dinner. The hospitality was greatly appreciated. There was no speaking, the Governor and the Mayors mingling and visiting with the business men.

A band greeted the Run at Hampton, where many flags were flying and a good crowd had collected. Addresses were delivered by the Governor, the two Mayors, Mr. Batchelder and Mr. McIninch. Entering Cerro Gordo County a series of banners were encountered that showed the Mason City "pep" that put the county across for a big road bond issue. In another section of the Modern Highway will be

found a list of these slogans. On entering Cerro Gordo County the Run stopped for a short program at Rockwell, where a small crowd was waiting. Speeches were made by Mayor Behrman and President Johnson.

"We were met at the city limits," reads the road record, "by flag-bedecked autos to the number of 250, each auto bearing a banner, 'J. H. Sociability Run—Welcome to Mason City.' A large crowd greeted the party at the park, where speeches were made by Governor Pleasant and Mayor Behrman." At 7 o'clock that evening a fine banquet was served at the Country Club. It was after midnight when the happy guests awoke to the lateness of the hour. Hugh H. Shepard, a Jefferson director, joined the party here.

Mayor Behrman and Highway Commissioner Buie addressed a small crowd at Manley, after which the travelers rushed on to Northwood, which city was profusely decorated. A splendid band and extra fine crowd listened to speeches by President Johnson, Mr. Batchelder, Mayor Ford and Governor Pleasant.

The trippers knew that they had come to the dividing line when they were greeted by a large committee of Albert Lea citizens at that point where Iowa and Minnesota meet. The party was led to Albert Lea, arriving at the exact minute of scheduled time. A good crowd was given a taste of the feast of eloquence that came with the party in addresses by Governor Pleasant, Mayor Behrman, President Johnson and others. A big banner shouting out "Welcome" was swinging over the Highway at Geneva.

At Owatonna, the first noon control in the Gopher state, the official party was served with a sumptuous dinner. The city was dressed in festival attire in honor of the visiting Jefferson Highway neighbors. Arrangements were made for an open air meeting in the park, where speeches were made by Governor Pleasant, Mr. Batchelder, Mayor Behrman and President Johnson. R. B. Millard and J. K. Martin of Little Falls met and joined the Sociability Run at Owatonna, continuing to Winnipeg. Upon the very stroke of the minute the Run resumed.

A goodly crowd was the reception committee at Faribault, where speeches were made by President Johnson, Mayor Behrman, Governor Pleasant and Harry G. Davis, of the Minnesota Highway Improvement Association, who had joined the tour. At Northfield the spirit of the community was exemplified by banners flying from buildings and homes in all sections of the city, and the fire truck that was decorated in grand style and bore, "Welcome to Northfield" and "Northfield Community Club."

Upon arrival at St. Paul, and following a dinner-dance in the St. Paul Automobile Club at White Bear, the party went to bed early in preparation for the program of the following day, which included an open forum luncheon of the St. Paul Association at noon. A sight-seeing trip was made over the city at 10 o'clock the next morning. Mayor "Larry Ho" Hodg-

son, Highway Commissioner Babcock, Harry G. Davis, E. W. Jordan and Ivan Coppe aided in entertainment after meeting the Run just north of the Iowa line.

From St. Paul the party went across the river, where delightful entertainment was provided by the Minneapolis Civic and Commerce Association. After drives over the city the official party was entertained at dinner at the Interlachen Club, which is beautifully situated on one of the numerous lakes surrounding the city of Minneapolis. The Minneapolis Advertising Forum also participated in the entertainment.

A prompt start was made from Minneapolis, the Run being guided by Commissioner Babcock, who piloted the party to Little Falls. Two St. Paul cars joined the official party, and one from Mason City that had planned to drop out at the Twin Cities continued after tasting of the pleasant experiences encountered during the Run. The morning was superb, and the Louisiana people were spellbound. There were twelve cars in line as the Run wound over the Highway through Minnesota.

The ladies of Elk River had cool lemonade for the visitors when that place was reached. Only a short stop was made, Mayor Hodgson making a delightful talk. The tourists began to think that Jefferson Highway neighbors were going to wash out the rough spots with lemonade, for more of the good home-made brew was served at Becker while speeches were being made by Director Beek, Mayor Ford and Mayor Hodgson.

A delegation from St. Cloud, composed of Mayor H. J. Limperich, Edward J. Brick, Chief of Police; George C. Magnuson, A. J. Gamm and J. V. Conrad greeted the Run at Minneapolis and acted as pilots to St. Cloud. A cordial reception, centering around a splendid dinner, served at the Elks Club, was accorded. After speeches were made by Governor Pleasant, Mayors Behrman and Hodgson, the entire party was taken on a drive over the city and visited the Pan Motor manufacturing plant, which was considered extraordinarily fine.

Journeying on to Sauk Rapids, the tourists were served soft drinks, and speeches were made in the park by Director Beek and Mayors Hodgson and Ford. Another score for the proponents of a movement to supplement the Jefferson Highway name by the sub-title, "The Lemonade Way," was counted at Rice, where all the speeches were drowned before they were exhaled.

The opponents of the new sobriquet gained a point at Royalton, for Bryan's favorite was served in ample quantity, many of the party believed in special recognition of the new path Mayor Behrman was traveling. The occasion was enlivened by talks from Governor Pleasant, Mayor Hodgson and Director Beek.

Little Falls took precautionary measures to receive the dry and hot crowd by stationing the Fire Department at the edge of the city to escort the Run. The "red devil" was dressed in gala colors, and with flags floating led the visi-

tors to the beautiful natural grove, where short speeches were made by Governor Pleasant, Mayors Behrman, Ford and Hodgson, President Johnson, Director Beek and Mr. Batchelder. This was the only outburst at Little Falls, the party being allowed full freedom after 7 o'clock dinner.

"Welcome to Our City" blazed the banner. Thrice welcome blared the band, and the trippers realized that they were at Randall, where a crowd had gathered to interestingly listen to Mayors Hodgson and Ford.

At Staples there was more band music and a larger crowd. There was also lemonade. (Score another for the "pros.") The Mayor received the guests, and in response President Johnson, Mr. Batchelder, Mr. Beek, Mayor Ford and Governor Pleasant orated. Oh, yes, a committee from Staples met the Run at Randall.

Business life in Verndale took a vacation when the tourists over the "Vacation Route of America" arrived. Red, white and blue was strewn carelessly all over pieces of cloth which had been hung in conspicuous places in honor of the event. There were large and small flags. Again there was lemonade, but those who were learning to like it had their choice of real honest-to-goodness buttermilk.

At Wadena the spellbinders had to talk for their luncheon. After treating the people to the best in their repertoires the speakers and the rest of the party were quietly dined and allowed to rest until 2 o'clock, when the general manager cried, "All set." The saviors of the famished party were Governor Pleasant, Mayors Ford and Hodgson, Commission McIninch, President Johnson and Mr. Batchelder. "We'll say they did!"

Of all the highly decorated cars that had been seen on the way, the surpassing beauty was that which met the Run at Sabeka. Talks were made by President Johnson, Director Wesley Connett of St. Joseph, who joined the Run at Minneapolis; Mr. Batchelder and General Manager Clarkson. An enthusiastic crowd was made more enthusiastic.

One of the most hospitable receptions tendered the Jefferson Highway party occurred at Menahga. A reception committee escorted the party to the city hall. An orchestra rendered excellent selections, the feature of which was an impromptu solo by Harry G. Davis of St. Paul. In a unique manner all were served with as many blueberries and cream as they could eat. It was rumored that Governor Pleasant "came back" three times. Lemonade once more, and buttermilk, were on the menu. Mayor Behrman and Governor Pleasant spoke to a very earnest crowd.

Canadian and American flags were in evidence at Park Rapids, "The Gateway to the State Park." The chronicler here records: "When we reached the beautiful city of Park Rapids we found all arrangements had been completed to receive the party in the homes of the people, and after assignments had been

made all dispersed to meet again at 7:30 o'clock, when an open air meeting was held. A band of ten gypsy maids and five gypsy men, who in ordinary life are some of Park Rapids' young ladies and gentlemen, came to the rendezvous in a trailer and gave several selections, which were much appreciated. After each song they seated themselves in a circle to tell fortunes. The party was welcomed to Park Rapids by Mark Woody. Response was made by Mayor Behrman, Harry G. Davis, Governor Pleasant and Mayors Hodgson and Ford. The gypsies gave the closing number as they walked off, the strains gradually fading away in the distance. The party left Park Rapids Saturday morning, feeling that a very bright spot had been made in their hearts by the visit to this hospitable town."

The Run continued to Itasca State Park, where luncheon was served by the Park Rapids Commercial Club, after which the party went to the source of the Mississippi River and through the park before proceeding to Bemidji.

A band met the tourists at Bemidji. Following a short concert most of the tourists went to the golf links before dinner, which was served at 7:30 o'clock at the Birchmont. At its conclusion a large number listened to speeches by Governor Pleasant, Mayors Behrman and Hodgson and Senator P. H. McGarry. Judge Stanton acted as toastmaster. On the return to Bemidji a motion picture party was given at one of the theatres, showing scenes in Northern Minnesota. Being Sunday morning, the party was unable to breakfast as usual, so the start for Thief River Falls was not made until 9 o'clock.

A brief stop was made at Shevlin, where a fine crowd had gathered, and extensive decorations were a silent evidence to the spirit of the place. No speaking occurred either here or at Bagley, where a short stop was also made.

At Clearbrook very extraordinary decorations had been hung to show the general interest that Clearbrook has in the Jefferson Highway. Although it was Sunday, talks were made by President Johnson and Mayor Behrman, in response to earnest entreaties. Light drinks were served after the party had passed through a string of 150 automobiles in line.

Cooling drinks and flying flags were the "evidence" at Convik. There was no speech-making. Trail was the noon control, and after a very excellent Sunday dinner the crowd was addressed by Commissioner McIninch, President Johnson, Mayor Behrman, Hugh H. Shepard of Mason City, Harry Davis and Governor Pleasant.

The pilot car was halted at Red Lake Falls by six little girls waving flags and carrying a "Welcome" banner. They led the party to the beautiful courthouse lawn where the terrace was banked with people. Flags were flying everywhere, and the scene was most picturesque. A delegation of Winnipeg folk, composed of F. E. H. Luke, president of the Winnipeg Automobile Club; Commissioner W. F. Tallman and others, met the Run at Red Lake Falls. Mayor Behrman and Governor Pleasant team-worked at this stop, greatly pleasing and enter-

taining the goodly audience. Lemonade and wafers were served by a thoughtful ladies' committee.

A fine crowd was addressed by President Johnson and Mayor Behrman at St. Hilaire.

As Thief River Falls was entered a crowd of girls shouted, "Welcome to the Jefferson Highway Party." A bit further on a band was playing choice selections. The official party was escorted to the hotel, where a banquet was served, after which an informal reception was held at the Chamber of Commerce rooms. Promptly at 7:30 o'clock on the morning of the last day's run the party pulled out of Thief River Falls.

Pro-lemonaders made another hit when Bronson was reached, where "most excellent lemonade was served" by the ladies. Decorations were mainly American and Canadian flags. Mayor Hodgson and Behrman spoke.

The hotel menu at Hallock, a noon control, was a novelty, and uniquely distinctive over any other during the entire trip. Part of it was in French, and embraced dishes served especially in New Orleans. Banners and flags formed the principal decorative feature. Luncheon was served at the hotel and restaurants in the city.

The Custom Houses of Noyes and Emerson were soon passed, owing to arrangements having been made beforehand. Short speeches were made by Governor Pleasant and Mayor Hodgson at Emerson.

Winnipeg had commenced to welcome the Run as far back as St. Joseph. J. A. Macdonald, publicity commissioner, joined the Run at the Twin Cities, and a party composed of F. E. H. Luke, W. F. Tallman, C. J. Brown, city clerk; Fred Ferguson, secretary to Mayor Gray; Fred Bentley, assistant city clerk; A. C. Emmet, secretary of the Automobile Club; ex-Mayor R. D. Waugh, R. Scott and G. Stoner, secretary of the Hospital, were at Red Lake Falls. Premier T. C. Norris and others were at the international boundary, while Mayor Gray and party were waiting ten miles out of the city. Some 2,000 motorists lined the Jefferson Highway along which the Americans drove. Six mounted policemen headed the procession, which included hundreds of automobiles, to the Fort Garry Hotel. A hearty and vigorous welcome was given all along the way. The party rested Monday night.

The entertainment at Winnipeg beggars description. It was as near perfect as human hands and minds could fashion. A drive about the city, starting at 11 o'clock, was followed by civic luncheon at Assinibone Park. That evening an informal dinner was given at the Government House by invitation of Sir James Aiken, Lieutenant Governor of Manitoba, and Lady Aiken. On Wednesday the Canadian Club entertained the men of the party at luncheon at the Alexandria Hotel. The Americans were taken at 4:30 o'clock to the Motor Country Club and to old Fort Garry for dinner following. Thursday the trip to the Provincial Fair at Brandon was the great eye-opener for the visitors.

THAT CERRO GORDO COUNTY BARRAGE

Every Shell Went to its Mark as the Sociability Run Party Passed
Through an Unequaled Fire of Booster Slogans
Near Mason City Iowa

—— Build Roads Now —— Build Roads Now —— Build Roads Now ——

“Cerro Gordo County Welcomes You.”

“Cerro Gordo County Voted 2,542 to 707 to Pave Jefferson Highway.”

“This Farm of 380 Acres on Jefferson Highway Sold for \$190 Per Acre.”

“Cerro Gordo County Voted \$750,000 Bond Issue to Pave Jefferson
Highway Before End of 1920.”

“Cerro Gordo Farmers Appreciate the Jefferson Highway, and Voted
3 to 1 for Paved Roads.”

“This Farm of 271 Acres on Jefferson Highway Sold for \$180 Per Acre.”

“This Farm of 177 Acres Near Jefferson Highway Sold for \$220
Per Acre.”

“This Farm of 40 Acres on Jefferson Highway Sold for \$312.50 Per Acre.”

“This Farm of 320 Acres Near Jefferson Highway Sold for \$200
Per Acre.”

“First Ten Miles of Rural Paving in Iowa Connects Mason City and
Clear Lake.”

“This Farm of 80 Acres on Jefferson Highway Sold for \$265 Per Acre.”

“This Farm of 120 Acres on Jefferson Highway Sold for \$300 Per Acre.”

“This Farm of 209 Acres on Jefferson Highway Sold for \$235 Per Acre.”

“All Cerro Gordo Farms on the Jefferson Highway Sell for \$50 Per
Acre More.”

“This Farm of 90 Acres on Jefferson Highway Sold for \$325 Per Acre.”

“This Farm of 80 Acres on Jefferson Highway Sold for \$300 Per Acre.”

At south city limits end of paving permanent sign reads:

“Welcome to Mason City—Population 25,000.

On reverse side reads:

“Good-bye—Good Luck—Come Again.”

At point where paved road to Clear Lake leaves Jefferson Highway on
Federal Avenue in Mason City is sign:

“Clear Lake Claims the Jefferson Highway. Try This 10 Miles of Paving
and Take a Swim in the Lake Tonight.”



Governor Pleasant talked to this crowd in the city park at Stanberry.

STANBERRY SHINES

S.

On July 12th the Newest Member of the Jefferson Family Became Strongly Entrenched in a Place in the Sun—Little City has Qualified for Franchise with 257 Memberships

By Ethelbert M. Claypool.

— Build Roads Now — Build Roads Now — Build Roads Now —

THE baby is a full-grown boy. He has thrown away his rattle, his toy drum and horn and now he is tooting in the big band. And, the other fellows in the band say, "He's some boy!"

The stamp of approval was placed on him July 12th. It was on that date that the Jefferson Highway Sociability Run stopped to formally welcome the newest member into its fold. Stanberry played up to the part in great style, be it said. Breaking into the Jefferson Family with 222 memberships supplemented by 35 additional a short time since, the youngster has taken a place at the top of the heap. No other single community, with the exception of those holding double civic memberships, has qualified for the "Pine to Palm" franchise with so large a membership list, and magazine subscription list.

In recognition of the healthy ambition he has displayed, the lad was given a place on the Run Schedule, after it had been made up and published, thanks to his neighbors. To show that a spirit of friendliness existed, the older members between St. Joseph and Bethany, relinquished their allotted time, in order that a big Jefferson Highway Demonstration might be held at Stanberry. Albany, a neighbor, gave up a 60 minute lunch period. Avenue City, Rochester, Union Star, and New Hampton tendered short stopping periods. King City, only, held its allotted time of ten minutes.

Thirty St. Joseph cars escorted the Run when it left International Headquarters at Fifth & Jule Streets, at 8:30 o'clock in the morning. The Trippers made good time over the well-dragged roads to Stanberry, where it was found that although it was Saturday, every business house was closed. Flags, bunting, banners and smiles greeted the visitors. The beautiful and spacious city park was massed with thousands of persons, who had come from far and near to participate in the celebration

in honor of the Southern Party, the success of a recent bond campaign and election and the location of the Jefferson Highway through the city. The occasion was also in honor of the homecoming heroes of France, which added a patriotic spirit to the festival of rejoicing. The city was arrayed in festal attire and nothing had been overlooked in the plans.

Claud A. Greenlee, president of the Commercial Club, who is the moving spirit in all the expansion of the newest Jefferson Highway Neighbor, had completed arrangements to the final detail, but played a very inconspicuous part in the background. He saw to it that the midway, a barbecue, free entertainment and three distinct and separate speaking programs and a continuous concert by two bands were dovetailed into a euphaneous whole. E. C. Lockwood, secretary of the Commercial Club, and an attorney, was master of ceremonies for the Jefferson Highway program, which followed a sumptuous chicken dinner (another for the Tourists). Talks were made by Governor Pleasant, President Thomas H. Johnson, George E. McIninch, personal representative of Governor Frederick D. Gardner, who has sent regrets that he could not be present at Stanberry; J. H. Beek, director and vice-president of the Minnesota Division of the Jefferson, General Manager Clarkson and other members of the party.

After a mighty pleasant two hours spent with the thousands who gathered in Stanberry for the occasion, the Run proceeded.

— Build Roads Now —

PICTURES

How do you suppose that THE MODERN HIGHWAY can get pictures of the run or other scenes of interest? You send them to us at St. Joseph. This means YOU, too.

MAKING THE RUN IN A SWIVEL CHAIR

Telegrams Each Day Apprised Jefferson Highway Neighbors About the Increasing Importance and Unequaled Success of the Greatest Sociability Run on Record

— Build Roads Now — Build Roads Now — Build Roads Now —

NOT only one, but a very good reason for the Sociability Run which was made by distinguished officials and citizens of Louisiana to return a social call made by the Canadians in 1917, is the publicity given the "Vacation Route of America." The fact that the party arrived at the appointed minute in front of the Ft. Garry Hotel at Winnipeg, 2,400 miles away from the starting point in New Orleans, speaks volumes. Many who could not travel by motor made the delightful journey in their imaginations, using daily messages sent out from International Headquarters as guides. Under the heading below a log of the journey is set forth, and is offered to MODERN HIGHWAY readers.

JEFFERSON HIGHWAY RELAY RUN

The Relay Run was planned, not only for the purpose of exciting the interest and securing the attention of our people locally, but also for the purpose of attracting the attention of the traveling public. The more you make out of it, the more they will hear of it, and the more benefit your town will get out of the Run and the Highway.

If you keep your papers full of interesting things about the Run, your preparations for its reception, and what is done while it is in your midst, the clipping bureaus will see that it is sent broadcast and the big city papers will play up on it in the Sunday editions. Do your part in this great co-operative movement, and hundreds of others will do theirs, with a cumulative result that will astonish and gratify every one.

The following telegram has just been received from the Relay Run.

PLEASE GIVE IT PUBLICITY VERBALLY AND ALSO BY GETTING IT IN THE NEWSPAPERS

New Orleans, La., June 28.

Arrangements are now completed for forty-two persons to start on the Jefferson Highway Sociability Run from here Tuesday, July 1. Others will join as we pass through the state. Great interest has been aroused all along the line. The first great public function will be the celebration of the commencement of construction in Jefferson Parish.

New Orleans, La., June 30.

All set for prompt start from New Orleans at 9:30 o'clock tomorrow morning, with Governor R. G. Pleasant heading an official party of forty-two from the Crescent City. A message from Winnipeg says: "Strike settled. A big reception is being planned for the party on its arrival July 20. Thomas H. Johnson, attorney general, and also president of the Jefferson Highway Association, will meet the party at International Headquarters, St. Joseph, Mo., and Premier T. C. Norris, heading a big party, will meet you at St. Paul."

Garyville, La., July 1st.

Garyville was to be the first noon control. Rain and heavy going made it an afternoon and midnight control, but the loyal and hospitable people of Garyville put on a twelve hour program instead of a one hour one, taking care of the straggling cars as they arrived from three o'clock till midnight when the last one was towed into town.

The tourists will never forget the "contin-

ous show" of hospitality at Garyville the afternoon and night of the first day out.

Baton Rouge, La., July 2.

Sociability Run started on time from New Orleans, but much rain and very heavy going has caused loss of one day. Will leave Baton Rouge one day behind schedule and try to make it up as soon as possible. The hard luck of the first day has resulted in a determination on the part of all to go through with it.

Melville, La., July 3d.

Melville was to have lunched the Run at noon of the second day, but as we did not arrive till afternoon of the third day. These kind hearted people brought the lunch over the river and served it to a hot and hungry bunch to save the time and several miles of travel it would have required to drive into Melville.

This voluntary excess of hospitality was most thoroughly appreciated.

Bunkie, La., July 3d.

As originally planned, we were to say "Hello" and "Good Bye" at Bunkie, but fate and the roads willed otherwise.

As the various cars strayed into town late on the third day, instead of the second, we found that our necessities had been anticipated in true Bunkie style.

A sumptuous repast was ready for us and served on as artistically decorated table as though they had been notified days in advance. This voluntary labor of love was most gratefully appreciated by the hungry travelers.

R. D. Nibert, driving the official escort car to the governor, furnished by the City of Bunkie, joined the party here.

Alexandria, La., July 4.

We still are running one day behind schedule, but hope to make it up, as it has not rained for two days, and the roads are drying rapidly. The Governor, Mayor and Highway Commissioner are game to go through.

Shreveport, La., July 5.

Cannot make up lost day. It will be necessary to set whole schedule back one day. Advise everybody so that they can arrange to receive us one day later. Improved weather conditions and better roads will enable us to make schedule. Governor Pleasant, Mayor Behrman of New Orleans, Mayor Ford of Shreveport, Highway Commissioner Buie and whole party in fine shape.

Mt. Vernon, Texas, July 5.

The Jefferson Highway Sociability Run made good on its new schedule today, arriving at Mt. Vernon tonight, where the visitors participated in a banquet postponed from the day previous. Clearing skies and drying roads encourage the idea that the Run can proceed and keep the new schedule, which, it must be understood clearly, is one day later than the original. Mayor Ford and wife of Shreveport, Dr. and Mrs. Nabors and party of Mansfield, La., and Captain McNeely, wife and son, of Colfax, La., joined the official party today, to continue to Winnipeg. On the second day of the Run Mayor Martin Behrman of New Orleans tried to cross the Atchafalaya swamp in his Packard in a gallant attempt to save the schedule and a banquet date at Alexandria. Three yoke of oxen proved a sure, but not speedy, substitute for a burned-out clutch. All is well now, however, and the "trippers" are off for Winnipeg.

Denison, Texas, July 6.

Continued our trip from Mt. Vernon on the new schedule and reached Denison, where we were entertained, notwithstanding the change in running schedule and the fact that it was Sunday evening. All day long as we progressed through Northeast Texas we have been met by large crowd, who listened with manifest interest to the entertaining and instructive speeches of Governor R. G. Pleasant, Mayor Martin Behrman, Mayor J. McW. Ford and Highway Commissioner Buie, all of Louisiana. The various things provided for us to eat during the day taxed the capacity of the travelers. Greenville served noon luncheon. Wolfe City provided 3 o'clock tea. Bonham served soft drinks, at 4 o'clock, and Sherman ice cream at 5 o'clock. Many wise ones told us that we would never leave the state of Louisiana. We are off in the morning for Oklahoma. We are traveling on the new schedule, which is just one day later than the original schedule.

THE PARTY THAT "PULLED IN" AT WINNIPEG

Governor R. G. Pleasant of Louisiana; Mayor Martin Behrman of New Orleans; Hon. George E. McIninch, Highway Commissioner of Missouri; Mrs. McIninch; A. G. Batchelder, executive chairman of American Automobile Association; Mayor L. C. Hodgson of St. Paul; James M. Clancy, commissioner of Parks for St. Paul; J. H. Beek, traffic commissioner of Association of Commerce, St. Paul; Oval Quist, Mason City representative of Globe-Gazette; Wesley Connett, St. Joseph; Mrs. Will F. Muse and daughter Miss Elizabeth Muse of Mason City, Iowa; H. M. Gilmore of Mason City; Miss Laura Hess, St. Paul; Mr. and Mrs. Isaac Summerfield, St. Paul; Mr. and Mrs. J. B. Forrest, St. Paul; Mr. and Mrs. J. K. Martin and three sons, and W. H. Ryan of Little Falls, Minnesota; B. W. Lukin and Frank Lycan, Bemidji; H. H. Shepard of Mason City; J. A. Robin, New Orleans; Mayor J. McW. Ford, Shreveport, and Mrs. Ford; Hon. Duncan Buie, Highway Commissioner of Louisiana, and Mrs. Buie; Dr. and Mrs. W. A. Nabors; Mrs. Parie Nabors Petty and son and Miss Sarah Nabors, Mansfield, Louisiana; R. D. Nibert, Bunkie, secretary of Louisiana division of Jefferson Highway Association; Edward Brodtman, secretary to Mayor Behrman; Harry G. Davis, secretary Minnesota Highway Improvement Association, of St. Paul.

"Gaily decorated with the flags of Canada and the United States, the American cars made a striking picture as they swept along Broadway to Fort Garry. Of particularly fine appearance was the Marmon in which the Governor of Louisiana traveled. It was literally enveloped in bunting, while on the rear the coat-of-arms of the state and its motto "Union, Justice and Confidence" were emblazoned on a silk cloth of blue. Other cars sported pennants bearing legends significant of the object of the long trip, the legend on the auto conveying Mayor Hodgson of St. Paul, reading, "St. Paul is a booster for the Jefferson Highway."

— Build Roads Now —

Eufaula, Okla., July 7.

The Jefferson Highway Sociability Run is proving more successful each day. All the cars are in good condition, and maintaining excellent records. The members of the party are in good health and spirits, and are becoming more enthusiastic and impressed with the trip as each town is reached, even though the programs have been abandoned on account of being a day late. People are turning out all along the "Pine-to-Palm" to extend warm greetings. The party crossed the Canadian River this afternoon, inspected and dedicated a

(Continued on page 18)

THE MODERN HIGHWAY

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Volume IV

AUGUST, 1919

Number 7

Look for more interesting stories about the Sociability Run in the September number of THE MODERN HIGHWAY. "The half has never yet been told."



Governor Allen of Kansas, who met the Run at Pittsburg



MUD

Mud is distasteful. It is slippery to walk in and heavy to carry on the feet. It stalls automobiles and loaded wagons. It soils carpets and counties. It separates the country from the city almost as distinctly as the lake separates its shores. It keeps the grain and the livestock on the farm when they should be on their way to market. It keeps the materials that must go to farm from the city on the shelves when they should be on their way. It halts traffic, and halted traffic invariably means congestion somewhere, serious in comparison to the duration of the halt. Mud is a money loser. It blocks religion. The schools and the churches are no good when a sea of mud maroons them. It retards social progress because there can be no progress without communion—no communion when mud separates people like a wall.

Mud was the biggest obstacle with which the armies had to cope on the fields of France. It impeded their advance more than shot and shell. Soldiers wallowed in it and cursed it. They waded in it, slept in it, died in it. It became a nightmare to them. Whenever they recall their battle experiences they will remember and mention the mud.

Just so, Iowa's biggest obstacle now is her mud. She has been lifting first one foot and then the other for years, trying to get out of the mire, but neither foot has ever dried. She has tracked up the hard roads of adjoining states. She repeatedly has suffered partial paralysis, diagnosed by outsiders caught here by the disease as muditis. We get mad every time a cross state traveler gives us publicity on our bad roads—and then we get more mud. But we don't seem to get wise.

When we get wise we'll have hard roads. Let's all be mudslingers! Let's sling the mud out of Iowa!—Anonymous.

— Build Roads Now —

FEW GRADE CROSSINGS

ONE of the stanch Jefferson Highway men in St. Joseph has been W. E. Spratt. He served with the Y. M. C. A., located at Paris. In a few lines on a postcard to George E. McIninch, director of the Jefferson and member of the Missouri State Highway Board, he comments upon the wonderful French roads, that have been there so long that "the memory of man knows nought to the contrary." He touched another point that but few commentators have seemed to notice.

"There are very few grade crossings here," he wrote, "and they are guarded by closed gates until you approach and signal that you want to cross."



Governor Burnquist of Minnesota
Owing to change of date of arrival in St. Paul, Governor Burnquist could not meet the Run, but sent his representative to the state-line to meet and escort the party to the Capital.

WILL THE OIL PRODUCERS PAY FOR OUR GOOD ROADS?

Would the Standard Oil Company and other oil producers be willing to build fine, hard roads for the nation? Probably not if they were asked to bear the first cost of the construction, but there is a way whereby they would actually pay for the roads without really realizing they were doing it—a way, too, to which they would have no right and not even any desire to take the slightest exception.

How may it be worked? Simplest thing in the world. Let each community just go ahead and build the roads. That's all there is to it, and the better the roads, the sooner the oil companies will pay for them.

A civil engineer recently conducted a series of tests with motor trucks to determine the actual difference in gasoline consumption when operated, with two-ton load, over roads having surfaces of varying degrees of hardness and smoothness. The results were astounding. They showed that the amount of gasoline consumed per mile on the hardest, smoothest road—concrete and a smooth brick—was a little *less than half* the quantity consumed when operating over an earth road.

(Continued from page 15)

bridge in the presence of a large assemblage of Eufaula folks. Barring accidents the Run will maintain the present schedule (which is one day later than the original) right on through to Winnipeg from now on.

Miami, Okla., July 8.

Eufaula set the pace up to Tuesday morning by having a splendid banquet with the best attendance. The meeting there was a great success, lasting almost to midnight. Their hospitality included storing, washing and supplying all cars with gas and oil free of charge. The roads across Oklahoma are in fine condition, and are well marked. Governor Robertson was unable to leave his office on account of a meeting of the Board of Equalization, but sent his secretary to welcome the official party and escort them across the state. The small towns extended greetings throughout the day. Muskogee had a large crowd to greet the party on arrival. Miami was reached at 6 o'clock. A splendid banquet was the center of the most enthusiastic and elegant reception of the trip up to this time. The hotel was decorated with the Louisiana state flags in honor of the party. Souvenir cards of welcome, samples of zinc ore, etc., were presented. We cross the state line into Kansas early tomorrow morning. Governor Allen is scheduled to meet the party at Pittsburg Wednesday night. All the members of the party are feeling good and finding the Run most interesting.

Pittsburg, Kan., July 9.

All members of the party left Miami on time. A trip through the zinc mines and fields proved to be very interesting. Galena had a large delegation waiting, and served refreshments. A fine body of business men met the party at Joplin, serving a splendid lunch. Governor Pleasant addressed crowds at Webb City, Cartersville, and was welcomed at Carthage, the home of General Manager J. D. Clarkson, by the largest crowd of the day. Pittsburg, Kan., has qualified with the largest number of business men of any gathering on the Run. There were over 125 at a banquet here tonight. Delegations were present from Arcadia, Arma and Ft. Scott. Governor Allen and State Highway Commissioner Robert Tiernan met the party in Pittsburg, making this really the most interesting meeting of the Run. County officials took occasion to announce to everyone that Crawford County has completed all arrangements for building a monolithic brick paved road the entire length of the highway through the county.

Kansas City, Mo., July 10.

Party left Pittsburg on schedule after busy day. There was delightful entertainment and large crowds at Ft. Scott, Osawatomie, Paola and Olathe. A fine gathering and dandy good dinner greeted the Run at Mound City. A party of Kansas City folks met the trippers at the city limits and piloted them to a splendid supper. The day was simply a continuation of receptions and ovations, every one seeming better than the other. Mother's kind of doughnuts' made there at Springhill.

St. Joseph, Mo., July 11.

Following luncheon at Kansas City today as guests of the Chamber of Commerce, the Jefferson Highway Sociability Run proceeded to this city, arriving at International Headquarters, to be entertained as guests of the Automobile and Commerce Clubs at dinner at the Country Club. The afternoon journey was one continual round of dinners, teas and lunches. President T. H. Johnson arrived with J. H. Beek of St. Paul, and greeted the trippers. They will continue on the Run to Winnipeg. The official party was swelled by two cars carrying George E. McIninch, vice-chairman of the State Highway Board of Missouri and personal representative of Governor Frederick D. Gardner, and H. C. Porter and family.

Leon, Iowa, July 12.

Heavy roads caused delay of one hour. Feature of the day was gigantic celebration at Stanberry, the latest addition to the Jefferson Highway family. President Johnson, George E. McIninch, vice-chairman of the Missouri State Highway Board and personal representative of Governor Frederick D. Gardner, and J. H. Beek of St. Paul, vice-president of the Minnesota Division of the Jefferson Highway Association, alternated with Governor Pleasant, Mayor Behrman and Mayor Ford in speaking to enormous crowds which greeted the tourists in Missouri and Iowa.

Des Moines, Iowa, July 13.

Despite heavy rainfall and muddy roads the Sociability Run reached here on schedule, which is just one day later than the original. Large crowds are greeting the tourists at every point. A. G. Batchelder, of the A. A. A., joined the party here, and will continue to Winnipeg. The Southerners are openly commenting and admiring the "pep" of the Northern Jefferson Highway neighbors.

Iowa Falls, Iowa, July 14.

Osceola came out strong Sunday morning to welcome the Run. Indianola was also out in good form. Des Moines was reached on time, and the Des Moines Club entertained the tourists at an informal dinner, at which Hon. Lafayette Young presided and Governor Harding of Iowa greeted the party. The members of the official party got to their rooms the earliest of any night on the trip, a circumstance that they very much appreciated.

St. Paul, Minn., July 15.

Promptly at 8 o'clock Tuesday the Run left Mason City, having been joined there by two cars. It was a clear, cool, perfect Minnesota day. Orders had been issued to drag all roads, and they were in splendid condition all the way to St. Paul. The schedule was maintained right to the minute. Forty highway boosters, headed by Mayor Hodgson, and including Highway Commissioner Babcock and Secretary Davis of the Minnesota Highway Improvement Association, drove from St. Paul, 100 miles, and met the party at the Iowa state line. A delegation

from Little Falls, headed by R. B. Millard and Director J. K. Martin, met the Run early in the day. A. G. Batchelder, executive chairman of the American Automobile Association, who joined the Run at Des Moines, speaks at every stop, emphasizing the importance of the passage of the Townsend Bill. Officials and members of the party addressed crowds at Northwood, Albert Lea, Faribault and Northfield. A splendid complimentary lunch was provided by the Chamber of Commerce at Owatonna, and the official party will be entertained by the St. Paul Automobile Club at Whitebear Lake, where Governor Burnquist will greet Governor Pleasant and his party.

Minneapolis, Minn., July 16.

Receptions by business men and state officials at St. Paul and Minneapolis emphasized the fact of the great importance of the Run and the attention it is attracting. This marked interest is increasing every day. The Association of Commerce at St. Paul gave a luncheon at the New Athletic Club, which was attended by an overflow crowd of business men. Minneapolis gave the party a big reception, including a drive around the city and lakes, ending with dinner at Interlake Country Club. Talks were made by the Mayors of both cities, by State Highway Commissioner Babcock, Governor Pleasant of Louisiana, Mayor Behrman of New Orleans, and Mayor Ford of Shreveport. Several cars will join the Run at the Twin Cities for Winnipeg.

Little Falls, Minn., July 17.

Members of the Jefferson Highway Sociability Run reached Little Falls on time this afternoon at the end of the first day's Run out of St. Paul and Minneapolis. Stops were made at Elk River, Becker, St. Cloud, Sauk Rapids and Rice and Royalton. Lunch was served to the party at St. Cloud by the business men of that city, while merchants in all other towns had drinks and smokes for the travelers. Highway Commissioner Babcock of the Minnesota State Highway Board continued with the party as far as Little Falls and acted as pilot in making detours around much new highway construction. The night stop tomorrow night will be made at Itasca State Park, where the trippers will spend the night near the headwaters of the Mississippi River.

Park Rapids, Minn., July 18.

The Jefferson Highway Sociability Run was forced to remain here tonight because of lack of accommodations at Itasca State Park, and as a result the headwaters of the Mississippi River will not be visited until tomorrow. Good progress was maintained all day, and increasing interest is being manifested in the Run as the party gets nearer to the end of the tour at Winnipeg. Numerous stops were made during the day, the members of the party being delightfully entertained at Verndale, Sebeka and Menahga. Buttermilk, lemonade and blueberries with real cream featured the stop at Menahga. Lunch was served at Wadena, where the party spent two hours at noon. St. Joseph, Mason City and St. Paul parties who

joined the Run at the Twin Cities are still with the trippers, and now say that they expect to go clear through to the last day.

Bemidji, Minn., July 19.

Governor R. G. Pleasant of Louisiana today waded across the Mississippi River which empties its millions of gallons of water into the Gulf of Mexico by passing through the great Southern state of which he is the chief executive. The Governor, who is with the Jefferson Highway Sociability Run from New Orleans to Winnipeg, accomplished this in Itasca Minnesota State Park, where the waters of Lake Itasca pour through a narrow channel twenty feet wide and on into the stream that later becomes the mighty "Father of Waters." The Jefferson Highway Sociability Run is now in progress toward Winnipeg, with more than sixty persons in the fourteen official cars in the party. An early start was made this morning at Park Rapids, where a big meeting for good roads was held last night, while luncheon was provided at Douglas Lodge in the center of the State Park. The entire party found that it was the guest of Park Rapides Commercial Club for everything at both Park Rapids and the luncheon at Itasca State Park. This city, where the party stopped this afternoon, has planned a big program for the evening, which includes a tour of its beautiful spots, a try at golf and a reception after dinner. An early start will be made in the morning for Thief River Falls, which will be the last stop before Winnipeg is reached. Others who waded the Mississippi, in addition to Governor Pleasant, included Highway Commissioner Duncan Buie of Louisiana and Mayor Ford of Shreveport.

Thief River Falls, Minn., July 20.

One hundred and sixty-eight miles is all that remains between this city and Winnipeg, and the end of the great Jefferson Highway Sociability Run. This is the last night control on the now famous tour which started from New Orleans on July 1. We reached here on scheduled time. The start from Bemidji was according to schedule this morning, but an hour was lost while cars were pulled through a heavy mudhole between Bagley and Clearbrook. Lunch was served at Trail, where the enterprising residents of the little village of 200 persons provided a splendid meal. Stops were made and talks given by members of the party at Bagley, Clearbrook, Trail, Brooks, Red Lake Falls and St. Hilaire during the day. Winnipeg is preparing to greet the guests from Louisiana and the others from communities along the line that have joined the party. A committee, which included City Clerk Brown, Secretary Ferguson to Mayor Gray and Walter Tallman, street commissioner, met the members of the Run at Red Lake Falls. An early start is to be made in the morning for the last lap of the long Run over 2,500 miles of Jefferson Highway.

Winnipeg, Canada, July 21.

Governor R. G. Pleasant of Louisiana, Mayor Martin Behrman of New Orleans, Mayor J. McW. Ford of Shreveport, with other members

of their official party, completed an epoch-making automobile trip today when they finished the Jefferson Highway Sociability Run, which was started twenty-one days ago. The members of the party came all the way over the 2,400 miles of the Jefferson Highway to return a visit to Premier T. C. Norris of Manitoba, which was made to the Southern state two years ago. The party traveled long and hard to complete the Run on schedule time, the running time of the cars being maintained after the first day, when one day was lost on the wet roads of Louisiana. The party was scheduled to reach the Fort Garry Hotel at Winnipeg at 6:13 o'clock tonight, Canadian time, and the first car pulled up to the hotel entrance at the exact minute. Canadian graciousness assisted the Americans across the international border, when officials were sent to Hallock, the noon control to assist in the registering of the automobiles. The first Canadian party greeted the Americans at Red Lake Falls yesterday, when City Clerk Brown and party joined the Run. Premier Norris met the party forty miles out from Winnipeg this afternoon. He escorted the distinguished visitors from the South to the city limits, where he and reception committee were joined by Mayor Gray of Winnipeg. More than 2,000 Winnipeg autoists greeted the visitors who blazed the trail for a new era of overland transportation. The program for tomorrow and Wednesday is replete with entertainment. The Province of Manitoba will take the party to the annual fair at Brandon on Thursday, entertaining them at the Provincial Fair and Expo-

sition. All members of the party, including Governor Pleasant, Mayor Behrman, Mayor Ford, Highway Commissioner Buie of Louisiana, General Manager J. D. Clarkson and Highway Commissioner George E. McNinch of Missouri, were well pleased with the trip, and expressed keen delight in reaching Winnipeg so successfully. Numerous pictures were taken of the train of fourteen cars, seven of which were from Louisiana and seven from Missouri, Iowa and Minnesota, as it entered the city. Motion pictures were also made of the Run. Late afternoon papers in Winnipeg gave prominence to the Run, with conspicuous stories on the first page and photographs of the official members of the party. Highway directors from several states are members of the party, as were A. G. Batchelder, chairman of the Board of Directors of the American Automobile Association, and Mayor Hodgson of St. Paul. The semi-annual meeting of the Board of Directors of the association will start here Tuesday morning.

Winnipeg, Canada, July, 22.

Following the end of a long journey the Louisiana party arose late today at 10:30 o'clock. Governor Pleasant called at the Government House and was received by Lieutenant Governor Sir James Aiken at 11 o'clock. The official party was taken on a drive around the city, ending at Assiniboine Park, where a delightful luncheon was served. This was attended by a large number of city officials and



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business men. During the afternoon the members of the party spent their time resting at the Fort Garry Hotel or on the golf links. At 7:30 in the evening an informal dinner was tendered by Sir James Aiken and Lady Aiken, following which there was a reception at the home of Mrs. D. R. Brown. Sessions of the summer meeting of the International Board of Directors opened today, and will probably conclude tomorrow. Citizens of Winnipeg are showing interest in the Highway and in members of the

Winnipeg, Canada, July 23.

The concluding meeting of the International Directors of the Jefferson Highway Association was held this afternoon, at which time St. Joseph, Mo., was selected as the place of meeting next January. The men of the party were entertained by the Canadian Club at noon today with a program that resulted in a cementation of closer relations between the United States and Canada. Directors of the Highway Association and members of the Sociability Run were entertained at old Fort Garry, an early Hudson Bay fort and trading post. This evening the party was taken to Brandon to visit the biggest fair in the Dominion tomorrow. The greater number of the members of the Sociability Run party will start home Friday morning.

Build Roads Now

THE STORY OF THE RUN

(Continued from page 5)

thoroughly our friends in the Western and Northern States appreciate and value the Highway, how they vie with each other in having the best sections of the road and in having the best marked road. Nothing but a trip over this greatest of all Highways could give them a true conception of what it is in other sections and what it should be and presently will be in the State of Louisiana.

Build Roads Now

ON THE SIDE LINES

ON ONE or two occasions Mayor Behrman, with tears in his eyes, admitted that on account of the sad turn of affairs on July first, he had been accused of immediately deserting his beloved city and starting on a pilgrimage to foreign lands. It seemed, however, that he was in line for further disappointment, having been advised some one-hundred miles north of New Orleans that there was "nothing doing" in Winnipeg. But the Mayor is nothing if not game and he hung to the trail, consoling himself during the hot, dusty days with coco-cola and pink lemonade, using the term that he was being conditioned for the days that are to come.

Build Roads Now

At one period of the speech-making there arose some confusion as to whether it was Governor Pleasant of New Orleans or Mayor Behrman of Louisiana. The Mayor thru some manipulation claimed that New Orleans was the mother-in-law of the State of Louisiana

and everybody knows the prerogatives of a mother-in-law. A committee was appointed to settle the argument, but it seems that they could not agree.

Build Roads Now

Mayor Ford was in great trouble when someone raised the point that the cities of Louisiana chose their mayors from a standpoint of size in proportion to the size of the city. His worry, it seems, when he realized that Mayor Behrman had been in office for sixteen years, was how he could manage to increase his size in keeping with the wonderful growth of his city of Shreveport.

Build Roads Now

Manager Clarkson told President Johnson on the quiet that the greatest stock of chestnuts had been disposed of on this trip that had ever been peddled during any similar space of time. Up to that time, however, Mr. Clarkson had not been making speeches.

Build Roads Now

Two or three days after the run started someone undertook to make an after-dinner speaker out of a perfectly good highway engineer. It seems the gentleman has a propensity

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THE SAINT PAUL
In Saint Paul

for being frank, and when he began to tell the truth about the condition of roads in Louisiana and let it leak out that the real object of the run was to get the "Big Three" out of the state so they could learn something about good roads, he wasn't permitted to talk again.

— Build Roads Now —

True it is that there is good in everything. This was found to be so when, owing to the size of His Honor Mayor Behrman, Governor Pleasant was able after telling the folks of all the good things they could get to eat in New Orleans, used Mayor Behrman as Exhibit "A." It was found before many miles had elapsed that Mayor Behrman had found out how to build roads. He says the only way to build good roads is "to build them."

— Build Roads Now —

MET RUN AT MASON CITY

Former Publicity Commissioner McDougal Greeted Tourists in Iowa

A pleasing incident of the Run was the finding of our former Publicity Commissioner, Herbert F. McDougal, awaiting us at Mason City, Iowa. He was accompanied by Mrs. McDougal who came over with him from Cedar Falls, where he is now engaged in looking after the commercial interests of that thriving little city, and incidentally endowing it with an International Highway, the Pershing Way, which he hopes to make a rival of the Jefferson. Go to it Mack—the longest pole knocks the persimmons, and they are about ripe. Two good highways will always be better than one. Here is to the success of the Pershing!

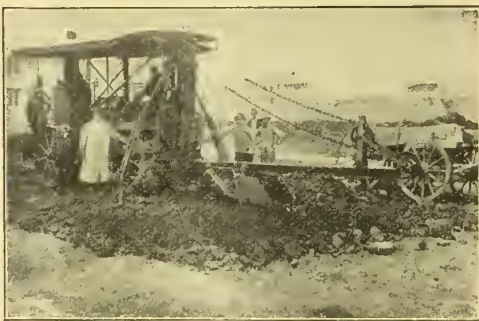
— Build Roads Now —

TELL US ABOUT IT.

In a rather roundabout manner we have learned that some of our Jefferson Highway neighbors do not receive their copies of the Modern Highway regularly. Write a letter telling us and we will see that the mistake is corrected.

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BEMIDJI anglers are having unusual luck this season, and as a result many large baskets of pike and trout are being brought to the city daily. All the trout streams and favorite pike haunts are daily peopled with fishermen, and different from the average year, most of the disciples of Walton are returning with splendid catches.

The coming week-end will probably see the greatest exodus of anglers for the season to date. Many auto parties are planning on leaving here Saturday afternoon and remaining up in the woods until early Monday morning. There will be many camping parties over the week-end and Sunday, in which whole families will make up some of the parties.—Bemidji Pioneer.

— Build Roads Now —

"EIGHTEEN TO ONE"

Data of Highway Commission Shows 260,000 Motors in Lone Star State

THE records of the Texas State Highway Department show that there are now in use in the state approximately 260,000 registered motor vehicles. There is, therefore, about one motor car for every eighteen inhabitants of the state. There is an average of one motor car for every sixteen persons in the United States. In the states of California and Nebraska there is one car for every seven persons, and one car for every eight persons in Iowa and South Dakota, while in Alabama there is only one car for every fifty-one persons, in Louisiana one car for every forty-six, and in Arkansas one car for every forty-two persons. In Texas there are about two miles of public rural roads for each registered motor car. The average mileage for each car in the United States is two and one-half. There have been about 40,000 motor vehicles put in service since January 1, 1919, while almost 30,000 motor vehicles that were registered in this state in 1918 have since their registration been junked, removed from the state or put in storage.

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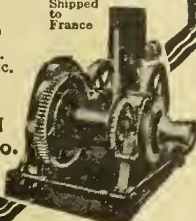
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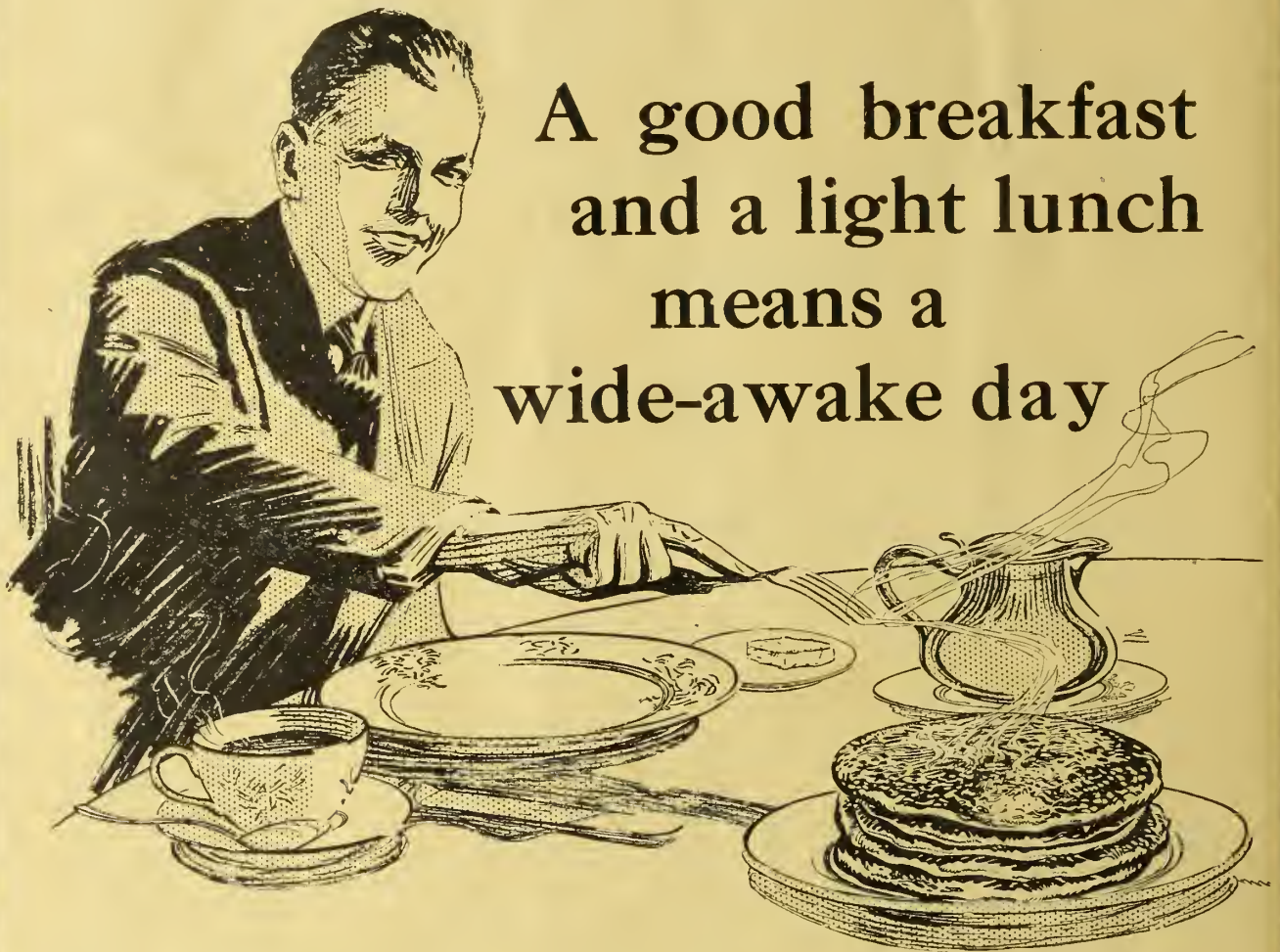
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Pile on the maple syrup or honey and enjoy the best breakfast you ever ate. Your wife will be pleased because Aunt Jemima Pancake Flour—with even the powdered sweet milk mixed in it—is the easiest breakfast to get for you. She just adds water to make perfect pancakes.



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JEFFERSON HIGHWAY ASSOCIATION

SEPTEMBER 1919



From left to right: Mrs. Duncan Buie, Hon. Duncan Buie, Louisiana Highway Commission; Hon. Martin Behrman, Mayor of New Orleans; Governor Pleasant of Louisiana; Mayor John McW. Ford of Shreveport, and Mrs. Ford. The Louisiana party spanning the Mississippi at its source.



The Sociability Run party on the bridge across the source of the Mississippi River, at Lake Itasca.



The Louisiana cars at Itasca State Park, among the pines.

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The Modern Highway

Volume IV.



Number 8

Formerly "Jefferson Highway Declaration"

SEPTEMBER, 1919

Published Monthly by Jefferson Highway Association, St. Joseph, Mo.

"Entered as second-class matter, January 16, 1918, at the postoffice at St. Joseph, Mo., under the Act of March 3, 1879."



R. G. Pleasant, Governor of Louisiana.

EDITORIAL NOTE.

Out of the many most excellent historical and philosophical addresses delivered by Governor Pleasant, at various places on the Sociability Run, the one at the Royal Alexandria Hotel at Winnipeg, to the Canadian Club, stands out preeminently. No notes were made of it and the Governor was asked to reproduce the salient points for the Modern Highway, but has been unable to do so as yet, owing to the pressure of executive business after his return. We hope to have it for some future issue.

STATE OF LOUISIANA
Executive Department
Baton Rouge

August 22nd, 1919

Dear Mr. Clarkson: Since returning home, I have endeavored to find the opportunity to commit to writing the salient points of the address which I made to the Canadian Club, at Winnipeg, but have been unable to do so. I have been overwhelmed with accumulated and current business, * * *.

The trip was certainly of great educational value to me, and was enjoyed from every standpoint. All of us are greatly indebted to you for the splendid judgment and thoughtfulness which you showed in arranging the dates of the trip, and looking out for our comforts and pleasures. You made us all warmer friends of yours than ever before.

With my very best wishes, I am

Very sincerely yours,

(Signed) R. G. PLEASANT.



Martin Behrman, who is serving his sixteenth year as Mayor of New Orleans.

EDITORIAL NOTE

Mr. Behrman after taking a month out of the pressing activities of the chief executive office of the Crescent City, to participate in the Jefferson Highway Sociability Run from New Orleans to Winnipeg, epitomizes his observations and experiences in a telegram of 100 words for the Modern Highway. Mr. Behrman is spending a million dollars to advertise New Orleans and knows the value of words.

CLASS OF SERVICE	SYMBOL
Telegram	
Day Letter	Blue
Night Message	Nite
Night Letter	N L

If none of these three symbols appears after the check (number of words) this is a telegram. Otherwise its character is indicated by the symbol appearing after the check.

WESTERN UNION TELEGRAM

NEWCOMB CARLTON, GEORGE W. E. ATKINS,
President First Vice-President

CLASS OF SERVICE	SYMBOL
Telegram	
Day Letter	Blue
Night Message	Nite
Night Letter	N L

If none of these three symbols appears after the check (number of words) this is a telegram. Otherwise its character is indicated by the symbol appearing after the check.

RECEIVED AT Little Falls, Minn.

New Orleans, 8 6 19

To J. D. Clarkson, General Mgr Jefferson Highway
Little Falls, Minn.

Apart from the novelty of the Jefferson Highway tour, it provided unsurpassed opportunities for intelligent observation, information and profit. Not only did the voyage of discovery, as it were, afford opportunities for intelligent study and investigation, but it put those who were fortunate enough to go over the route, in intimate and friendly contact with people who had much of vital importance to exhibit for our benefit and instruction. There can be no doubt as to the inestimable value of the Jefferson Highway to those communities who were fortunate enough to secure franchise in the Highway Association.

(Signed) MARTIN BEHRMAN, Mayor.



Mayor Ford of Shreveport.

EDITORIAL NOTE

Mayor Ford and Mrs. Ford joined the Run at Shreveport and continued to the end, making many friends at the various stopping places and at Winnipeg.

Shreveport has every reason to be satisfied with the representatives she sent to Canada. After the four days' festivities at Winnipeg, Mayor and Mrs. Ford returned via Yellowstone Park, accompanied by Dr. Nabors and family.

EXECUTIVE DEPARTMENT

CITY OF SHREVEPORT, LOUISIANA

J. McW. FORD, Mayor

L. S. WHARTON, Secretary

Shreveport, August 16, 1919.

Mr. J. D. Clarkson, General Manager Jefferson Highway, St. Joseph, Missouri.

My Dear Friend: I have just returned to the city and find your communication from Thief Falls, Minn., asking me to give you, in a few words, my opinion of the sociability run, to reach you about August 15th. As this is August 16th I know I shall be too late for your issue, and further as I am pressed very much just now for time, I cannot do the trip justice, so I am going to ask that you forgive me at present, with the assurance that in the very near future I will write you what I think of the trip, and if at some future time you care to use it in your good magazine you have my permission.

Before closing I must express the mutual

thanks of Mrs. Ford and myself for the many kindnesses from the hands of you and your good wife, likewise from the many cities and citizens along the way, and to assure you that it was a pleasure to be with you and them. Further than this, I am frank to confess that I do not know of any highway within the borders of the United States that is as vital and necessary to the general public welfare as that of the Jefferson Highway, and I sincerely trust that within a very few years I will have the pleasure of making the same trip under your guidance over a 365-day road from the Gulf of Mexico to the Province of Manitoba and the City of Winnipeg, in Canada.

With kindest regards, I am,

Very sincerely yours,
J. McW. FORD, Mayor.



Some Reflections on the Source of the Mississippi.



A. G. Batchelder.

Mr. J. D. Clarkson, Gen. Mgr., Jefferson Highway Assn., St. Joseph, Mo.

Dear Mr. Manager: Herewith is material on the Townsend bill, which may qualify for inclusion in Modern Highway.

The trip was thoroughly enjoyable, and I am sure that it proved exceedingly helpful in accelerating the work on your great highway.

Sincerely yours,

A. S. BATCHELDER,
Executive Chairman.

UNCLE SAM'S NEXT BIG JOB

By A. G. Batchelder, Executive Chairman American Automobile Association.

WHEN the small boy steps from short pants into long trousers, he naturally feels that a new epoch has very much arrived. At once he assumes added responsibilities and takes upon himself the doing of many things to which previously he had given no thought or attention. He has become a grown-up; and he is fully aware of the fact—perhaps too much so. But it is better to err in this direction than not to realize that he has reached a stage where much more is expected of him.

Time was when this great nation was nothing more than thirteen struggling sections of country, loosely connected and rather intangibly related. Communication with one another was arduous and even dangerous, and cooperation lacked the solidifying influence of frequent exchange of opinion, in conference or through regular postal facilities. Those who had to do with the "Ship of State" in its early voyages, authorized by Act of Congress, in 1806, "the construction of the National Road" from a point on the Potomac river near Cumberland, Md., to a point on the Ohio river near Steubenville,

O. Later, this authorization was extended to St. Louis. In August, 1818, the first stage coach carried the U. S. Mail from Cumberland to Wheeling. And then, May 25, 1835, the concluding appropriation was made for the National Road, which, subsequently, was absorbed, until, in 1850, its several sections were in the hands of local turnpike companies.

Then came a period of neglect of highway matters by Congress, and the several states gave it a sort of hit or miss attention. The railroad outdistanced the highway and commanded the center of the transportation stage. Not until the formation of the League of American Wheelmen, in 1880, did the roads question again assume any general importance.

New Jersey has the distinction of being the first state to give aid out of its treasury to the counties in the building of roads, its 1891 legislature providing for the payment of one-third of the cost of State aid roads.

In 1893 the "Office of Road Inquiry" was established in the Department of Agriculture, and it at once served a most useful purpose in energizing highways progress.

Between 1895 and 1900, the motor-driven vehicle presented itself as a transportation factor, at first unreliable and costly, but gradually improving in ability and undeniable usefulness. In March, 1902, at Chicago, the American Automobile Association had its beginning, and ever since it has figured in highways improvement matters.

Not until 1912 did the National Government supplement the work of the U. S. Bureau of Roads with some real money, and the \$500,000 in the first appropriation simply served as seed for the subsequent larger sums: \$85,000,000 in 1916 and \$209,000,000 in 1919, \$275,000,000 of which requires a like amount from the several states before they can receive their apportionments.

While this \$275,000,000 is not strictly confined to roads contained in state systems, a large part is thus employed, and it is the opinion of many that, at an early day, the Federal Aid Road Act should be amended so as to confine this joint money to the important highways.

NOW, we are up to the big thing: a Federal highways system in charge of a Federal highways commission, Uncle Sam footing the entire bill and supervising the job, in the doing of which he can utilize the highway departments in the various states, whenever this

— Build Roads Now — Build Roads Now — Build Roads Now —

It will be seen by a glance at this issue of the pages of *The Modern Highway* that it has been fortunate enough to add to this issue quite a number of prominent and able people to its editorial and correspondence staff. We welcome them and hope for a continuance of the interest aroused by the Sociability Run.



J. H. Beek of St. Paul.
Vice President for Minnesota.

Mr. Beek journeyed to St. Joseph by rail and returned with the Run to its destination, taking an active part in the speaking and other activities of the Run.

machinery is of such a character as to commend itself to the Federal commission.

There is a fixed belief that the Federal contribution to highways transportation should be in the form of an interstate system which shall connect all parts of the country and serve a truly National purpose commercially and socially, and supplementing rail line haulage of farm products and manufactured articles. The railroads now require highways cooperation, and the two things can be fitted together as successfully as a hand goes into a well-shaped glove. In some parts of the country where there are no railroads, and where their construction is a doubtful financial proposition, the motor truck and the motor bus can bring about a development which will add to the general wealth and prosperity.

The Townsend bill is a consensus of opinion from those who have given much time and thought to a maximum of Federal participation in the building of roads. While it may call for some amending, as it makes its way through Congress, the measure deserves as a whole, and should receive, the support of all organizations and good roads advocates who can approach the subject unselfishly and with a desire to help in the enactment of legislation, the importance of which is second to no other subject now engrossing the attention of our National law-makers.



J. K. Martin of Little Falls, Vice-President for Minnesota.

J. K. Martin of Little Falls, accompanied by R. B. Millard, journeyed by auto to the south line of Minnesota to receive the Run. Mr. Millard continued with it to Little Falls, where Mrs. Martin and family joined Mr. Martin, and made the trip to Winnipeg.



L. C. Hodgson, Mayor of St. Paul.



SAINT PAUL
MINNESOTA

August 7, 1919.

Dear Mr. Clarkson: I feel * * * that the Jefferson Highway tour was a splendid thing, and will have many important results.

All of the St. Paul people who were with us are most enthusiastic in their praise for the manner in which the trip was conducted. They all feel that St. Paul secured very valuable advertising from it.

Sincerely,
(Signed) L. C. HODGSON,
Mayor.

THE HIGHER VALUES

In Addition to Great Financial Returns the Modern Highway Comes Laden With Many Higher Values

By L. C. Hodgson

IT was my pleasure to meet the Jefferson Highway Party at the Iowa State line and continue with it to Winnipeg.

I returned from the trip believing it to have been the most important public enterprise in which I have participated for many years. The actual value in dollars and cents of this sociability run cannot be estimated, but every person who was privileged to be a member of the party can have no doubt that for many years to come results of permanent value and importance will be realized by the cities and states through which the party passed.

The first big object, of course, was to stimulate interest in the Jefferson Highway. There can be no doubt that this main object was most gloriously achieved. As a result of this run we can certainly count upon a very material increase in the character of this great highway which runs from Winnipeg to New Orleans and serves the needs of one of the most important sections of the North American Continent.

The second purpose of the trip was to emphasize the necessity of an immediate awakening to the needs of improved highway conditions. I feel confident that in every locality visited a stimulus was given to road improvement and that the spirit encouraged by the work done on the trip will result not only in an improved Jefferson Highway, but in improved country roads throughout the entire territory adjacent to the Jefferson Highway.

In addition to these so called practical results I am sure that we achieved another result none of the less important, a result especially needed at this time. The cementing of closer bonds of friendship between the people of the various cities and states and the creation of a larger vision of the necessity of all people together with a common purpose and a common vision for co-operative effort in everything which makes for the welfare of citizenship.

ON the personal side I am sure that we all feel that it was a great pleasure to have come face to face with large numbers of our fellow citizens of United States and Canada and through the happy circumstances of personal acquaintance to increase the serious purpose of citizenship in the individual life of the citizen. I know that I shall never forget the many warm personal friendships formed during this tour and because of them I shall have a larger inspiration in the direction of making my individual effort worth something for the common good. On this trip we forgot all conditions of section, of class, of state, and remembered only that we were human beings interested in the same common problems and contributing to the same common destiny. The only thing left for us now is to resolve that enthusiasm and spirit engendered by this trip shall not be temporary things, but shall become immediately effective in our living so in all we do we shall be boosters and builders and soldiers of the common good.

STATE HIGHWAY BOARD

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State Highway Department
JEFFERSON CITY

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CARL W. BROWN
Chief of Surveys and Plans

JEFFERSON HIGHWAY TOUR

By Geo. E. McIninch.

ST. JOSEPH, MISSOURI, was greatly honored by having as her guests distinguished citizens of Louisiana on the evening of July 11th, 1919. Among them were Governor R. G. Pleasant of Louisiana, Mayor Martin Behrman of New Orleans, Mayor J. McW. Ford of Shreveport, Duncan Buie, Highway Commissioner of Louisiana, and other prominent citizens of the Southland. The great interest in the Jefferson Highway by these good people of the far



Geo. E. McIninch.

Mr. McIninch joined the Run at St. Joseph, Mo., as the special representative of Governor Gardner of Missouri. From that point he drove the pilot car, and was accompanied by President Johnson, J. H. Beek of St. Paul and A. G. Batchelder of Washington, D. C. At St. Paul he was joined by Mrs. McIninch.

South was certainly inspiring to our people in St. Joseph.

The splendid sweet-spirited address by Governor Pleasant, without a miss in all the towns on the Jefferson Highway, created a great amount of road building interest on the highway. All who had the pleasure of knowing and being with the governor learned to love and appreciate him. Much credit is due the governor for the hardships he endured and his participation to the fullest extent on the tour from the "Palm to the Pine."

Mayor Martin Behrman—well all who heard the mayor (and they were many), do not won-

der that the good people of New Orleans elected him mayor of that great city for the past fifteen years. As a story-teller, as an athletic performer, as a lover of good things to eat, as a splendid man and an entertainer of rare ability none in the party excelled. As the mayor said many times "that Major Clarkson was a hard task master, the speed of Clarkson caused him to lose twelve pounds." Major Clarkson's cry "all set" meant, "Already, go."

Mayor J. McW. Ford and his charming wife were always on time, always ready to do their part. The mayor is a splendid speaker and showed rare ability as an entertainer. His darky stories always pleased the audience. We will long remember the mayor and his charming wife.

Hon. Duncan Buie and wife. Mr. Buie, who is Highway Commissioner of Louisiana, and a great friend of the "Jefferson Highway," was a genial and helpful addition to the Southern party. His splendid addresses and wide knowledge of road construction were greatly appreciated.

R. D. Nibert of Bunkie, La., the handy man, who could do anything, drove his Nash car alone, so that he could carry any of the party whose car might happen to be out of order, did valuable work on the publicity of the tour.

Dr. W. A. Nabors, wife, daughter and niece of Mansfield, La., did much to keep the party in good humor.

James A. Robin, a banker of New Orleans, a genial traveler and a good friend of Mayor Behrman, added much to the pleasure of the party.

Edward C. Brodtman, secretary of Mayor Behrman, was a clever, companionable fellow, always seeing that the social side of the party was well cared for.

Mrs. Belle Stanton and Mrs. Clara E. Knowlton of New Orleans drove their Buick roadster all the way from New Orleans to Winnipeg. They cared for their own car, made their own repairs and were always ready to go, and, as Hon. Thomas Johnson said many times, "they minded their own business and did not talk as much as the men."

To this party of six cars from Louisiana must be added Major J. D. Clarkson and his good wife in the old faithful Chalmers car.

From St. Joseph we added two cars; H. C. Porter and family of the St. Joseph Street Railway Company, who went as far as St. Paul, the other carrying Hon. Thomas Johnson, attorney general of Manitoba, and president of the Jefferson Highway Association, and also J. H.

Beck of the St. Paul Chamber of Commerce, who came to St. Joseph for the express purpose of going with the party through to Winnipeg. Too much could not be said of the great assistance given by these gentlemen for their help in making the tour a complete success. At Des Moines we were joined by Hon. A. G. Batchelder, chairman of the American Automobile Association of Washington, D. C. "Batch," as we called him, is headquarters on all road legislation, and an ardent advocate of the Townsend bill, introduced in Congress, which provides for a national system of highways to be built and maintained by the United

— Build Roads Now — Build Roads Now — Build Roads Now —

It would be difficult to give Mr. Nibert any title that fully described his voluminous activities. He started on the Run as official escort for Governor Pleasant, but his field of action soon widened until he was in reality "all things to all men." If a car was in trouble he was first and on the spot; if any of the speakers prolonged their remarks beyond schedule time, he was a stop watch; and if any of the ladies needed assistance, he was a Sir Walter Raleigh. It is the opinion of the General Manager that without Mr. Nibert there would have been no Run, as he proved of invaluable aid and Bunkie should be very proud of her representative.



R. D. Nibert

— Build Roads Now —

Note—Senator Dowling had all arrangements made to go on the Run, but was prevented by an auto accident, resulting in injuries to himself and Mrs. Dowling.



Senator Thos. L. Dowling, Vice-President of J. H. for Louisiana.

Gloster, La., Aug. 8, 1919.

Mr. J. D. Clarkson, General Manager, Jefferson Highway Association, St. Joseph, Mo.

My Dear Mr. Clarkson: Your letter of the 3rd has been received, and for which I wish to thank you very much.

From the meagre information that I have of the Run I have reached the conclusion that it was the greatest success of anything of the kind ever undertaken. You and the management of the association should congratulate yourselves very highly.

Now that the Run is over and has been, as someone said, a "howling success," what we want to do is to capitalize the enthusiasm created and use it to stimulate continued action looking to the completion of this great highway and the building of other lateral roads to it. I am ready and anxious to do all that I can to facilitate the work in our own state, and be-

lieve that the experience of the Run will help to stimulate immediate action.

States government. This should become a law by all means. We wish "Batch" success. "Batch" is not only a road man of rare ability, but was of great assistance to Wesley Connett, who was socially inclined. We were joined in Mason City, Ia., St. Paul, Little Falls and Thief River Falls with a number of cars full of Jefferson Highway boosters.

The tour was just a continuous programme. The towns were all decorated with Old Glory and great crowds everywhere. The entertainment given the touring party was most generous, all doing their best in the making of a very successful tour from the "Palm to Pine."

As I wrote you before we have completed the Jefferson Highway in Desoto Parish, and are ready for our road to be marked. When do you think this marking will be done?

I am glad to tell you that Mrs. Dowling and myself are much improved from our wreck, but I am not well yet.

With kindest regards I am,
Yours very truly,

(Signed)

T. L. DOWLING.



J. E. Combs, International Treasurer, St. Joseph, Mo.

Mr. Combs was unable to spare the time to go to Canada with the Run, but went in the old-fashioned way, on the railroad, and was on hand, ready to greet us at the city limits of Winnipeg. In company with him was C. F. Adams of Chillicothe, Mo., president of the Pikes Peak Ocean to Ocean Highway, the Pershing Transport Route, who journeyed there to present a subject of great co-operative interest to the Jefferson Board of Directors.



In Directors' Box at Brandon Fair.



Hon. Thos. H. Johnson.

EDITORIAL NOTE

President Johnson met the Run at St. Joseph, Mo., and participated in it from there to Winnipeg. We had hoped for a few lines from him on the constructive value of the Run. His letter following explains why he cannot comply at the present time.

PROVINCIAL GOVERNMENT,

Manitoba.

Department of The Attorney General.

Winnipeg, August 15th, 1919.

J. D. Clarkson, Esq., General Manager.

Dear Sir: Your letter from Thief River Falls asking me for a short statement for the September number of the magazine was duly received. I fully intended to comply, here I find the 15th of the month upon us and nothing done. I am consequently compelled to disappoint you. The fact is that since I returned home most of the other members of the government have been away and my time has been very much taken up.

Yours truly,

(Signed)

THOS. H. JOHNSON.

— Build Roads Now — Build Roads Now — Build Roads Now —

New Orleans, August 11, 1919.

Dear Mr. Clarkson: Since I have returned to the office I have been quite busy. In fact, I scarcely know where to begin, owing to the numerous road projects that are shoved at us from all angles.

I am glad to advise that the trip to Winnipeg has done a great deal to stimulate the confidence of the people towards improved road construction, and that if those interested in

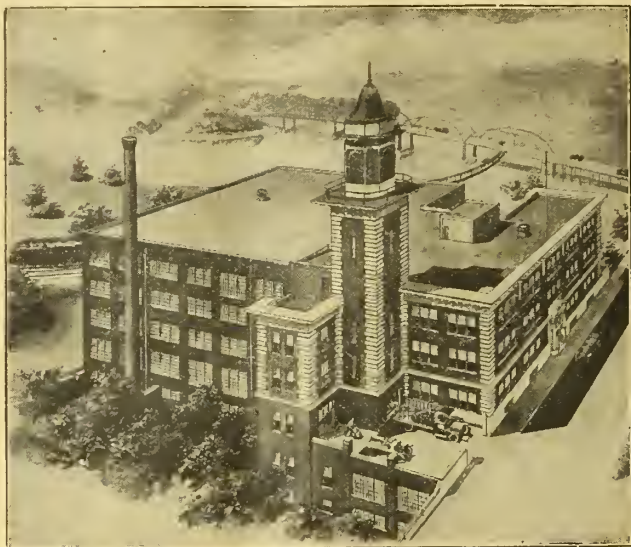
this laudable work will only keep the "Camp Fires Burning," ere long bad roads will become a thing of the past.

When I have somewhat settled down and feel equal to the emergency I will endeavor to write you something concerning the trip and in line with your request.

Very sincerely yours,

(Signed)

DUNCAN BUIE,
State Highway Engineer.



Successful Farming

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Des Moines, Iowa, August 9, 1919.

Mr. J. D. Clarkson,
Jefferson Highway Association, St. Joseph, Mo.:

My Dear Mr. Clarkson—I have just driven from Des Moines to Minneapolis over the Jefferson Highway, and over the Yellowstone Trail from Minneapolis to Chicago. I congratulate you upon the condition of the Jefferson Highway, and am free to take some pride in it myself.

There are two or three things that I find in touring are a very great comfort to a person who has not been over the road before, and entirely unacquainted with the towns and the country through which he is passing. It seems to me that the expense necessary to add these to our other road markings would be more than justified. In fact I would most earnestly urge the following program:

First, I think that the last two poles on the right hand side of the road before each turn should have an "R" or "L" to show that at the next corner there is a turn either to the right or to the left. This saves a great deal of time in making it unnecessary to slow down at the corner to make sure that you are not going past a turn. Of course this is not necessary when one is acquainted with the road, but a road with many turns, as I found in Wisconsin, was much more easy to follow because of the marks by the State Highway Commission, who follow this system.

I also found that where one travels a considerable distance past a corner without finding a mark that there is an uneasiness for fear the wrong turn may have been made, or a turn entirely overlooked. One's mind is almost constantly on the road, and if the second and fourth or fifth poles past each turn could carry a "JH"



E. T. Meredith, Founder of the
Jefferson Highway.

EDITORIAL NOTE.

Several of the most excellent suggestions of Mr. Meredith were being put into effect at the time the letter was received, but the detour signs and the manner of using them, especially in cities, is a valuable contribution to the Modern Highway, and will receive immediate consideration.

one could settle down, knowing that he was on the right road. I feel this should be done.

I found, also, that the very greatest difficulty is experienced by most every one in getting through towns, such as St. Joseph, Des Moines, Minneapolis, and even much smaller towns, because it is so easy to overlook a turn in the cities, and going in from the suburbs downtown is some task.

As careful as we were, we were off the road in Wisconsin several times. I feel that the "R" and "L" signs should be used in the cities, and that every block should carry the "JH" sign. In other words, I would urge that the routes through cities be extensively marked.

I noticed that in Wisconsin they have detour signs, while in other states in which I have traveled it is left to the local road men to improvise signs calling attention to the detours. It is highly important for the comfort of one traveling, and the feeling of satisfaction and endorsement that one has after traveling a road, that the detours should be thoroughly marked. It occurs to me that we could get up a sign on heavy oiled paper with the word "Detour" across the top and our "JH" in the center, with a cardboard cut in the shape of a triangle, and furnish these to Boards of Supervisors in every county through which the Jefferson Highway passes. Whenever they were repairing a road it would be very easy then for them to furnish a number of these signs to some one on the road to tack up on the detour. I like the triangle particularly, because it is easily nailed to the post with a few tacks along the top and one at the point on the bottom, and is easier to put on than it is to make all four corners on a square sign set on the post smoothly.

I then feel, too, that if some of these detour signs were printed on metal and put up in the cities on some of the side streets, or streets one might take in getting through the towns, that even though he did not see the regular Jefferson Highway sign, a tourist would see the Jefferson Highway detour sign, knowing that if he followed the detour sign he would soon turn into the regular Jefferson Highway again. It is often necessary to turn off on to some other street in cities because of some congestion in traffic, or because of a hotel or other point one wishes to visit being off of the regular highway. It may happen that the Jefferson Highway takes a right angle turn just after one has turned off, and while the driver might feel that by continuing on in the direction he was going, and turning the same number of blocks to the right as he did to the left, he would come into the Jefferson Highway again, he would, because of the turn in the Jefferson Highway, find that he was going the wrong way entirely. If, however, there were detour signs along this route he would know that he was just as well off as though he were on the street which was actually designated as the Jefferson Highway.

I am only making these suggestions for the good of the order, but inasmuch as the treasury is in good shape, I, for one, feel like urging that some of the money be spent as suggested, and I feel sure that tourists traveling the road would be under great obligations to you.

Yours very truly,

(Signed) E. T. MEREDITH.

— Build Roads Now — — Build Roads Now — — Build Roads Now —

AS OTHERS SEE US



Herbert F. McDougal,
Secretary and
Manager
Pershing Way
Association.

When a pretty girl wants to take stock of her attractions she looks in the mirror, and what she sees there is either confirmation of what she hoped, or a guide to what she desires.

When a community wants to take stock of itself it looks at its publicity—what other folks say about it, either in the newspapers or otherwise—and sees reflected there the absolute truth.

All this is preliminary to the statement that your recent sociability run was the cause of an immense amount of priceless publicity for the Jefferson Highway. It attracted attention to the highway that could be won in no other way, and that attention got you the publicity that was the mirror that showed without question the value of the highway.

I was wonderfully well pleased with the great and satisfying demonstration that Mason City gave you, and was glad to have participated therein.

Everybody who participated in the run, or the demonstration, was made a more valuable factor in the community, and therefore worth more to his fellowman.

Very truly,
HERBERT F. McDOUGAL,
Secretary and Manager, Pershing Way Association.

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Attorney at Law

MEMBER ABSTRACTERS' ASSOCIATION OF IOWA
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MASON CITY, IOWA

J. D. Clarkson, General Manager, Jefferson Highway Association, St. Joseph, Missouri.

Dear Sir: Your letter of August 3rd from Thief River Falls has remained unanswered on account of the congestion of work in the office incident to my absence of two weeks on the Sociability Run to Winnipeg.



Hugh H. Shepard.

I considered the Sociability Run to be a wonderful success and it has placed the Jefferson Highway in the vanguard of American Highways.

In Mason City plans are nearly completed for a new hotel on the Jefferson Highway, which will cost, with furnishings, in the neighborhood of \$1,000,000, and the Jefferson Highway is a controlling feature in determining the location of the hotel.

The main Sociability Run that was held this summer was of far reaching importance and will be of lasting benefit. The thought occurs to me, however, that there should be numerous smaller Sociability Runs within the states.

I have a feeling that Franklin County would have voted for hard surfaced roads if the people of Cerro Gordo County had done a little more missionary work by driving into Franklin County and letting the people appreciate how much the outside world demands permanent roadways through the local communities.

We are now planning a Sociability Run from Mason City to the proposed National Park on the Mississippi River at McGregor, on the North Iowa Pike, and from there would go to Lansing and return on the Imperial Highway through Elkader, Decorah, Cresco and Osage. We will advertise Mason City as the "gateway to the lake and park region," and will get these two smaller highways marked and organized so that tourists who come to Mason City will find a marked road over a side trip that is of more than passing interest.

We will also develop a get together spirit that will cause these people in the counties of northeastern Iowa to vote for paved highways. The vote for hard surfaced roads has already carried in all the counties on the North Iowa Pike from the Missouri River east of Floyd County.

Yours truly,
HUGH H. SHEPARD.

BEMIDJI BENEFITS FROM HIGHWAY

Editorial Contains Pertinent Comment on Value of Jefferson

When J. D. Clarkson, general manager of the Jefferson Highway Association, spoke in Bemidji at the weekly noonday luncheon of the Bemidji Association, he told of what was in sight for a five-year campaign for the highway, and aroused the determined spirit of his hearers, for it means a continuance of the hearty support given by Bemidji.

And this is evident, when it is asserted that the Jefferson Highway brings to Bemidji dur-

ing the summer months more tourists than any three railroads that enter the city in the same period.

Membership at low cost is always welcome in the rank of the local highway association, and a committee was immediately appointed to make a membership campaign. Shortly after dinner yesterday ninety-four names had been enrolled, and many others will be added. The drive was headed by F. S. Lycan, chairman of the local association.

Bemidji will lend her support to the highway at all times. She needs the highway that has become nationally famous.—*Bemidji Pioneer*.

E. G. DUNN, Vice President
HUGH M. GILMORE, Vice President

W. V. ESCHER, President

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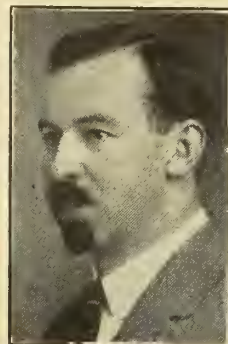
UNITED STATES DEPOSITORY

The City National Bank

CAPITAL AND SURPLUS \$250,000.00

City Trust & Savings Bank

CAPITAL \$50,000.00



Hugh M. Gilmore

Mason City, Iowa

Mason City, Iowa, Aug. 6, 1919.

Mr. J. D. Clarkson,
General Manager Jefferson Highway Association, St. Joseph, Mo.:

Dear Mr. Clarkson—I have your favor of the 3rd instant written from Thief River Falls, Minn., asking for some observation from me on such features of the Sociability Run as may have appealed to me.

One of the things that was of interest to me was the opportunity to see a section of the country with which I was entirely unfamiliar, and to learn the vast areas of unoccupied land especially adapted to agriculture, not only in Northern Minnesota, but also in Canada. I had not realized that there were still such large tracts of thoroughly good land which were not yet occupied. One is brought to consider the opportunity on the part of the wage earners in the cities to obtain relief from what they consider hard conditions, with a struggle for a living, to obtain at a nominal price farm land where they could live lives of independence and comfort, should they so desire. Of course there is the knowledge of this opportunity which is lacking to most of them, and the lack of the initiative to change to unfamiliar work. This, however, has often been done successfully. If this opportunity could be brought to the attention of the discontented workers generally might it not to some degree ease their feelings of bitterness?

Another feature of the Sociability Run which appealed to me was the opportunity to meet interesting people from different sections of the country, to become acquainted with them, and to get their points of view, and through them the points of view of their communities.

The railroad and the press have done wonders in making this one country with a common interest, and to a large extent a common point of view. The highways of the country can carry on this good work, as affecting the more remote communities, which have not been so directly affected by the other agencies.

This meeting of the people of the different sections, particularly where there is opportunity for the expression of the views of the different groups, could be made the means, at least in a small measure, of lessening the effect of the doctrine of the Bolshevik, which is being preached the country over.

The Sociability Run was to me a source of genuine pleasure and of benefit, and I trust that there will be, in the not distant future, other runs of a similar character arranged along the Highway. As suggested, they can be of much value in other ways than in the matter of good roads, which, of course, is important.

Thanking you for your courtesies on the run, I beg to remain,
Very cordially yours,
(Signed) HUGH M. GILMORE,
Vice-President.

Mr. C. R. English, Secretary Bonham Board of Trade, Bonham, Texas, writes:

I am sure you will be glad to learn that the piece of road from Ector, five miles west of Bonham, to the Fannin county line, west, is being worked on, and will soon be a GOOD ROAD. We are having an awful lot of trouble

with the railroads, to get gravel, but think we will finally get enough for the work.

— Build Roads Now —

"There are more than a million dollars' worth of automobiles in Putnam County," snorts the Unionville Republican. "Think of it. More than a million dollars for something to ride in and hardly anything spent for something to run them on."—K. C. Star.

THE MODERN HIGHWAY

Published Monthly by

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J. D. CLARKSON
Editor

Subscription price 50 cents per year, or three years for \$1.00.

Advertising Rates—Upon application.

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Forms close the 20th of month preceding date of issue. Sample copies free on request.

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Volume IV

SEPTEMBER, 1919

Number 8

ECHOES OF THE RUN

Extracts From a Few of the Hundreds of Newspaper Stories

Mason City Globe-Gazette—

The visitors were welcomed to Mason City with a genuine reception which was started as soon as the tourists crossed the southern border of Cerro Gordo county. Signs placed along the road all the way to Mason City told the travelers that they were welcome, what Cerro Gordo county had done for good roads, how the Jefferson Highway would be paved by the end of 1920 and what farms were worth because of their proximity to the road.

Coming into the city the cars from the south were met along the paving from its end on South Federal avenue with more than 300 that acted as an escort to Central Park, where a short speaking program was held.

Provision had been made by the Mason City Chamber of Commerce through the automobile men of the city to care for the cars as soon as drivers and passengers had stepped from the machine and removed their baggage, auto men were ready to take cars to shops and give them a thorough and careful inspection.

The big meeting was held at the Mason City Country Club where more than 200 guests were served at the banquet given in honor of the southerners. Guests stood at their places while the British National anthem, the Star Spangled Banner and Dixie were played by the orchestra. The invocation was given by Rev. A. W. Tandy of the First Baptist church. C. H. McNider acted as chairman, calling upon J. E. E. Markley who welcomed the visitors.

He was followed by Governor Pleasant, a man whose disposition and good nature fulfills the meaning of his name.



"You are Iowans. Your guests are Louisianians," he said, "but communication had made us all Americans."

Hon. Thoms H. Johnson came with a message of friendship and good feeling from the Province of Manitoba and Dominion of Canada and with the hope that the Jefferson Highway might be the means of helping to maintain the continuance of the cordial feelings.

Mr. A. G. Batchelder followed the Attorney General with a review of highway legislation and with a clear and concise statement of contemplated plans of the federal government on road improvements.

Travelers on their way to Mason City were agreeably surprised while proceeding north two miles south of Hubbard to pass a modern and improved farm, the barn of which carried in large letters, the name, "Jefferson Highway Farm." Inquiry showed that the place was the property of August Saakasmeier.

Winnipeg Evening Tribune—

Governor R. G. Pleasant of Louisiana declared the Brandon Fair the best he had ever attended. Other visitors from the south were no less outspoken. J. E. Combs of St. Joseph, Mo., asked to be allowed to buy a share of stock in so wonderful an enterprise. He was informed that he could do so but that he would never get any dividends as all money earned goes back into the fair. He purchased.

Thursday's feature was the live stock parade. A. E. Warren, General Manager of the Canadian National Railways, Robt. Crellman, Assist. Passenger Traffic Manager of Canadian National Railways; Premier T. C. Norris, Dr. Howard P. Whidden, M. P., A. Currie, Mayor Gray, Winnipeg; Hon. Val. Winkler; J. E. Combs, International Treasurer Jefferson Highway Association, St. Joseph, Mo.; Mayor McDirmid, Howard Rankin, F. W. Hodson, president of the Kiwanis Club, and a large number of members of the Board of Trade and Kiwanis Club, together with owners and attendants, led out some of the prize stock, presenting the greatest livestock spectacle in the history of the noted stock show. The re-union of the 45th and 79th battalions also was a feature of the parade.

Governor Pleasant gave out the following message:

"The people of the United States, as represented by the citizens of Louisiana, send greetings of joy to the people of Canada at the successful termination of the great war and of determination to see that the glorious principles for which the war was fought shall always prevail.

"For Manitoba and Winnipeg particularly my message is one of congratulation upon the enterprise of the people in participating in the great undertaking of making the Jefferson Highway, which links up seven states with the province of Manitoba, one of the finest highways on the continent."

Miss Elizabeth Muse, Mason City, Iowa, drove seven hundred miles with the Jefferson Highway party. Her father is a newspaper editor. Her mother accompanied her.

BY 1924 the Highway from New Orleans to Winnipeg will be a permanent, hard surfaced 365-day road, members of the association were told at the first business session of the association. The interest in the highway and the applications for membership received from so many quarters in cities along the highway, will necessitate the expansion of the association this year almost a third.

Winnipeg Free Press.

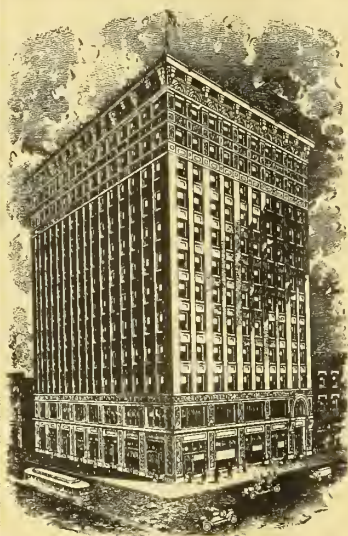
The visitors from the south displayed a great deal of interest in the portions of Winnipeg covered by the sight-seeing trip, and many expressed agreeable surprise at the proportions and general appearance of the city which marks the north terminus of the great Jefferson Highway. All expressed the opinion that the highway will develop rapidly, now that war conditions are disappearing, and lead to a better understanding between citizens of the states and province through which it passes.

Convinced that in the establishment of a permanent, well built highway, between New Orleans and Winnipeg, there had been forged a link in the bonds of affection which are gradually binding the United States and Canada,

(Continued on Page 22)



Some of the Ladies of the Party Posing at Carthage, Mo.



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OF

St. Joseph, Mo.

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R. T. FORBES, Treasurer

August 29, 1919.

Mr. J. D. Clarkson, General Manager, Jefferson Highway Association,
St. Joseph, Missouri.

Dear Mr. Clarkson: You asked me to write some of my observations on the great Sociability Tour last month. There were so many things of especial interest and so many splendid pleasures connected with this tour that it is difficult indeed to select only a few to mention.

I joined the tour at St. Paul on the morning of July 16th and I was immediately struck by the great interest taken in the tour especially and in the Jefferson Highway in general, by the officials of both St. Paul and Minneapolis and of their splendid commercial organizations, as well as many others of their progressive business men.

We left Minneapolis on the morning of the 17th, and from there to Winnipeg, the five days touring brought to us one interesting event after another in rapid succession. The one thing that struck me most of all was the unprecedented cordiality of all the people in all of the communities, and of the splendid preparation they had made for our entertainment and comfort. When we arrived at the international boundary, we were met by the Honorable T. C. Norris, Premier of Manitoba, and many other splendid Canadians, and at the limits of the city of Winnipeg, we were met by Mayor Gray and other city officials. We spent four days in Manitoba, three in the splendid city of Winnipeg, and on the other day, we were taken on a most delightful and instructive trip to the great Brandon Fair, 140 miles west of Winnipeg, taking us through Manitoba's great agricultural and stock raising territory. Premier Norris made this trip with us and added a great deal to our pleasure. Mr. J. A. McDonald, the efficient publicity commissioner of Manitoba seemed to anticipate all of our desires and had them fulfilled before they could be expressed. I have attended many road conventions, but I know that I have never attended any where our welcome was more cordial and sincere and our entertainment more generous than in Manitoba.

We had people on this tour from Louisiana, Kansas, Iowa, Minnesota, and Manitoba, and the thing that struck me so very forcibly was that it didn't make any difference whether they were from Louisiana, or Manitoba or any place between, they met everybody with the same cordial welcome and good fellowship. The expressed sentiment of all of them was so very strong that the people all the way long the Jefferson Highway, are in reality, in important matters, the same people, they have the same language, the same high ideals, and the same wonderful appreciation for all the people of our two great countries which are divided only by an imaginary line.

I also want to mention that I consider it a great privilege to have been so closely associated with the splendid Governor of Louisiana and the fine Mayors of New Orleans, Shreveport, and St. Paul, and many other progressive men and attractive women for ten days and also that I was permitted to ride in the pilot car with the Hon. George E. McIninch, Vice President of the Missouri State Highway Commission (the personal representative of Governor Gardner), and his good wife, and with Hon. Thomas H. Johnson, the distinguished Attorney General of the Province of Manitoba and President of the Jefferson Highway Association and Mr. A. G. Batchelder, the very able chairman of the Executive Committee of the American Automobile Association.

In conclusion I must say that this tour was of so much pleasure to me and I gained so much information concerning the Jefferson Highway and the people who live along it, that I will remember it with a great deal of pleasure for a very long time.

Sincerely yours, WESLEY L. CONNETT.



Wesley L. Connett, Civic Representative of
St. Joseph, Mo.

EDITORIAL NOTE

Mr. Connett went by rail to St. Paul and joined the Run at that point as the civic representative of St. Joseph, Mo., and from that time to the end St. Joseph had every reason to feel that she was well represented.

— Build Roads Now — Build Roads Now — Build Roads Now —

SECRET OF WANAMAKER'S SUCCESS

"If there is one business on earth that a quitter should leave alone, it is advertising. To make a success of advertising one must be prepared to stick to it like a barnacle to a boat's bottom. Advertising doesn't jerk—it pulls. It begins very gently at first, but the pull is steady. It is like a team of horses pulling a heavy load; but half the power is required to keep going that is necessary to start it."—John Wanamaker.

What is true of Wanamaker's great business is likewise true of the mighty Jefferson Highway. Publicity will keep the "Pine to Palm" at the top of the heap. Members of the Asso-



H. A. Russell of Fort Scott, Vice-President for Kansas.

Mr. Russell and the Kansas delegation, consisting of O. J. Strong of Mound City, proxy for E. B. Van Ness; Dr. F. P. Hatfield of Olathe, and Luther Taylor, civic representative, and wife, of Pittsburg; together with several other ladies and gentlemen from Kansas, journeyed to Winnipeg by rail and were on hand to receive the Run.

ciation must bear it ever in mind that it is necessary to "stick." Real, whole-souled support by hard work, alert support of all Highway interests, and truthful, convincing, earnest utterances upon all auspicious occasions will aid in the task of making the Jefferson the peer of all marked highways.

The statement by the renowned merchant-prince has been termed the "Secret of His Success." In other words, his secret was in telling people in every conceivable manner, what he had that they might want. That is one of the greatest aids that every Jefferson Highway Neighbor can give to his Highway. He can help to spread the good news to everybody everywhere.



Hon. E. H. Frisby of Bethany, Mo.,
Director.

EDITORIAL NOTE

Mr. Frisby, accompanied by Mrs. Frisby and daughter, Miss Lane Frisby, journeyed by rail to Winnipeg and participated in all the festivities in Canada. They went on to visit their ranch in Alberta. In a letter just received from Miss Frisby, she writes, "Am so glad we took the trip. Surely the whole JH Run was a great success. I hope you have another and that we may go along."

RUN IMPRESSIONS

Oval Quist, City Editor of Mason City Globe-Gazette Appreciated Cordiality

Five years ago last June, Editor McDonald of the Toronto Globe stood before the graduating class of the State University of Iowa and told the young men and women there that a great civilization existed on the North American continent. I have forgotten the greater part of that speech, but I can always remember the pleasing way in which he referred to the friendly relations that existed between the Dominion of Canada and the United States of America, with the additional thought that nothing but an imaginary line, three thousand miles long, on which no soldier had ever stood guard, was the only dividing influence.

A great war has swept over the world since that time and yet these two countries still stand with their friendship as strongly cemented as before.

I had always thought that the teachings and beliefs of Mr. McDonald were true, but men-

tal impressions arrived at from distant observations may often prove too shallow, and it was not until I reached the City of Winnipeg as a member of the Jefferson Highway Sociability Run that I was able to appreciate the full meaning and extent of those principles.

I felt and realized then as never before, and I think that every member of the party shared those experiences with me that the run was a great deal more than a pleasure trip by automobile or the return of an official visit by the executives of the great State of Louisiana to the executives and leaders of the growing province of Manitoba and its chief metropolis.

The welcome which was extended by the people of Canada was so warm-hearted, so cordial and so felicitous that all other thoughts of our trip were overshadowed by the extreme pleasures that we enjoyed from that reception.

More words would detract rather than add to my efforts to express my keen appreciation of this friendship which exists between the two nations and might reduce its meaning and influence to a less exalted position.

— Build Roads Now — — Build Roads Now — — Build Roads Now —

IOWA STATE HIGHWAY COMMISSION

COMMISSIONERS:

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Thos. H. MacDonald, Chief Engineer.

Mr. J. D. Clarkson, General Manager,
Jefferson Highway Association,
St. Joseph, Mo.

August 13, 1919.

Dear Mr. Clarkson:—We are glad to receive your letter of August second and to note that the condition of the Jefferson Highway through the state of Iowa was above the average and you were able to make your objectives strictly on time, and that this was the subject of favorable comment from members of your party. We trust that it will not be very long until you can make your runs over the Jefferson Highway across the state of Iowa on paved roads, regardless of what the weather conditions may be. I feel sure that such a condition will be brought about within the next few years. In the meantime, of course, we will do the best we can with the dirt roads.

As you know, the roads this spring were in terrible condition for a long period of time, and if parts of the Jefferson Highway were in bad condition, which I am sure they were, we trust that the unusual weather conditions were taken into consideration in any criticism that may have been made.

In regard to the improvement of the Jefferson Highway, you will be glad to know that a contract has been awarded for grading of the road from Lamoni almost to Leon in Decatur County; that we are proposing a relocation in Clarke County which will shorten the line of travel one mile and avoid four right angle turns; that in Warren County we are making a number of relocations which will materially shorten the line of travel through the county and will at the same time reduce the grade percentages, so that none of the grades will be in excess of six per cent; that in Polk County we are expecting soon to be in position to let a contract for the paving of the Ankeny-Des Moines Road, a distance of about 6½ miles, and that in Cerro Gordo County we expect to let a contract this winter for paving the entire remaining portion of the Jefferson Highway across the county. It is unfortunate that three of the counties, Story, Hardin, and Franklin, located along the Jefferson Highway, have voted down the hard surfacing proposition, but we feel sure that in due time these counties will fall into line and the work will progress with reasonable diligence.

Yours very truly,
(Signed)

F. R. WHITE,
Acting Chief Engineer.



John Brown's Home at Osawatomie, Kansas.

NATIONAL RETAIL MILLINERY CO.

1010 New York Life Bldg.

St. PAUL, MINN.

August 18, 1919.

Mr. J. D. Clarkson, General Manager Jefferson Highway.

Dear Sir: Your letter of August 2nd I find awaiting me this morning on my return from a two weeks' trip to New York, and I hasten to reply.

It is the opinion of both Mrs. Forrest and myself that our trip with your party to Winnipeg was the most enjoyable of any trip we have even taken in an automobile. We were particularly impressed with the possibility and practicability of laying out a schedule for such an outing and being able to maintain it over the Jefferson Highway. We are now contemplating a trip south to Florida late this fall in our machine, and from our experience with you we believe we can take the Jefferson Highway and make the run without fatigue in ten days.

I was greatly surprised at the excellent condition of the roads over which we came and marvel at what you have been able to accomplish from "Palm to Pine" in a few years. It was a revelation to have the enthusiastic determination expressed everywhere for a 365-day road without a break, and the realization expressed in the smaller towns and among the farmers of the great good of such a road, not only for traveling, but for their own use.

TRAIL STATE BANK

Trail, Polk County, Minnesota

On the Jefferson Highway

6% PAID ON TIME DEPOSITS

RESOURCES OVER \$140,000.00

Not so long ago an automobile and its owner was looked upon by the average farmer as an intolerable nuisance, and in some cases the expression on their faces almost indicated willingness to help lynch such a person. How times have changed. Autos and their owners are welcomed everywhere on the Jefferson Highway. The association should be proud of the splendid work you have done.

Yours very truly,

(Signed)

J. B. FORREST.

— Build Roads Now —

VOTE \$2,000,000 FOR ROADS

Sulphur Springs, Texas, July 31—At a mass meeting held here today, attended by delegates from every precinct in Hopkins County, it was voted to ask for a \$2,000,000 bond issue for permanent road building. Lee J. Rountree, permanent chairman, was made vice-chairman for all precincts, and will immediately organize each precinct into a working unit for the proposed bond issue.

"With the voting of this county bond issue means the construction of the J. H. through Texas, hard surfaced."—W. N. King, Denison.

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Rooms from \$2 single and \$3 double

Excellent restaurants serve the choicest food of the world



THE SAINT PAUL
In Saint Paul

ECHOES OF THE RUN

(Continued from Page 17)

which would in the near future prove of the greatest economic and social importance, Governor Pleasant of Louisiana, Mayor Behrman of New Orleans, and a number of American citizens ended the Jefferson Highway Sociability Run from New Orleans in twenty-one days of ideal touring.

The distance covered is between 24 and 2500 miles, while the highway along which the trip was made links the states of Louisiana, Texas, Oklahoma, Kansas, Missouri, Iowa, and Minnesota with Manitoba. Everywhere the utmost enthusiasm for the Jefferson Highway was manifested. Mayor Behrman stated that the feeling was such that it was safe to predict the early completion of the highway, as a hard surface road, people in all the states realizing what a valuable acquisition it would be.

Mrs. Emma Stanton and Mrs. Clare Knowlton, two ladies who travelled from New Orleans in a "Buick Six" car, expressed themselves as delighted with the trip. Mrs. Stanton drove the car all the way. During the war she had charge of a government automobile school at New Orleans, and trained a number of American girls for motor service in France with the troops. She also instructed 50 women who had taken the places of commercial chauffeurs and thus enabled these men to serve with the army.

Winnipeg Telegram—

That the entente cordiale between the United States and Canada is strengthened by such functions as the luncheon tendered by the Canadian Club to the distinguished visitors from Louisiana in the Royal Alexandra hotel yesterday, as well as by the existence of the Jefferson Highway over which these visitors traveled, is an undoubted fact.

The good fellowship which exists between

KEYSTONE 10-TON TRACTION SHOVEL

For Road Grading, Ditching, Back-filling, Etc.



is light enough to cross culverts and small bridges safely; self-moving over steep and hilly roads; easily operated and low priced. Descriptive Bulletin on request. Handles three kinds scoops; Dipper for side hill excavation; Ditcher, for trenches, and Skimmer, here illustrated, for road grading. Economically lifts 6-inch cut, leaving finished surface, any desired slope within half circle 32 feet in diameter. Capacity 300 to 400 cubic yards per day.

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S. J. Whitmore and Joseph Reichl

the two countries was bourn testimony to by warm welcome extended to the visitors, and by the expressions of sincere good feeling given by the principal guests, Governor Pleasant, of the state of Louisiana, and Mayor Behrman, of New Orleans.

These two gentlemen, both trained public speakers, did excellent team work yesterday, the one being, in a sense, the complement of the other. Governor Pleasant's address was marked by its high quality and its deep sincerity, and the audience found it inspiring, and by repeated enthusiastic applause gave evidence of appreciation. Mayor Behrman intersperced his very practical remarks with flashes of wit, and told stories, intensely humorous but very much to the point.

"The city is yours; come as often as you can and you will always be welcome," said Mayor Gray in tendering the official welcome. He spoke of the future of the Jefferson Highway, stated that it was opening up avenues never known before. "There is nothing like motor roads to bring people together," he declared.

Des Moines Register—

JEFFERSON HIGHWAY officials, including Governor Pleasant of Louisiana and Mayor Behrman of New Orleans arrived in Des Moines to boost the highway as an artery of travel and commerce between Iowa and the upper Mississippi Valley state and the gulf ports.

"We are interested in the development of 365 Day Roads. A line of communication between the state of the Upper Mississippi Valley and the gulf state is of great importance to both. We want your products and you buy ours through eastern markets largely because freight rates have been discriminatory between the northern and southern states of the valley."

This is the statement of Mayor Martin Behrman. Governor Pleasant is one of the most enthusiastic of the party. He looked forward to a broader understanding, both social and business, between the state of the Mississippi Valley through the travel on established highways.

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Grouters,
Hoists,
Pumps,



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Mixers,
Backfillers,
Elevators

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HIGH DRUM
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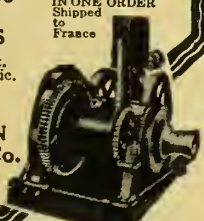
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EUROPEAN PLAN, PRIVATE DINING ROOMS

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250 Rooms

150 With Bath

The Shreveport Hotel Co.

C. H. JENNINGS, Mgr.

SHREVEPORT, LOUISIANA



*You save a bottle
on every package*

"I'se in town, Honey!"



Reg. U. S. Pat. Off.

Sweet milk ready mixed in it —so rich it needs no eggs

First a little water, next a little stirring, then a hot griddle—

And in two minutes you have a big, inviting plate of golden-brown pancakes on the table! Pancakes light and fluffy, rich and tender—the best you've ever tasted.

That's the quick and easy Aunt Jemima way! The flour is *complete*—everything's in it, including even the milk. And it's so rich it needs no eggs.

Include a package of Aunt Jemima Pancake Flour in your order to the grocer tomorrow. Ask him for Aunt Jemima Buckwheat Flour, too—you will find it makes wonderful-tasting buckwheat cakes!

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The Modern Highway

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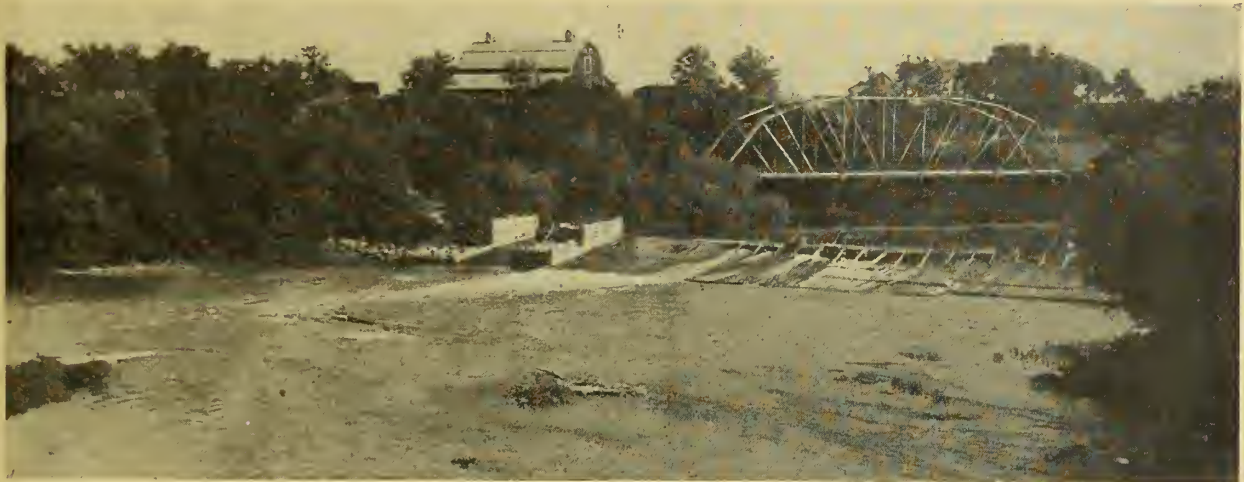
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JEFFERSON HIGHWAY ASSOCIATION

OCTOBER, 1919



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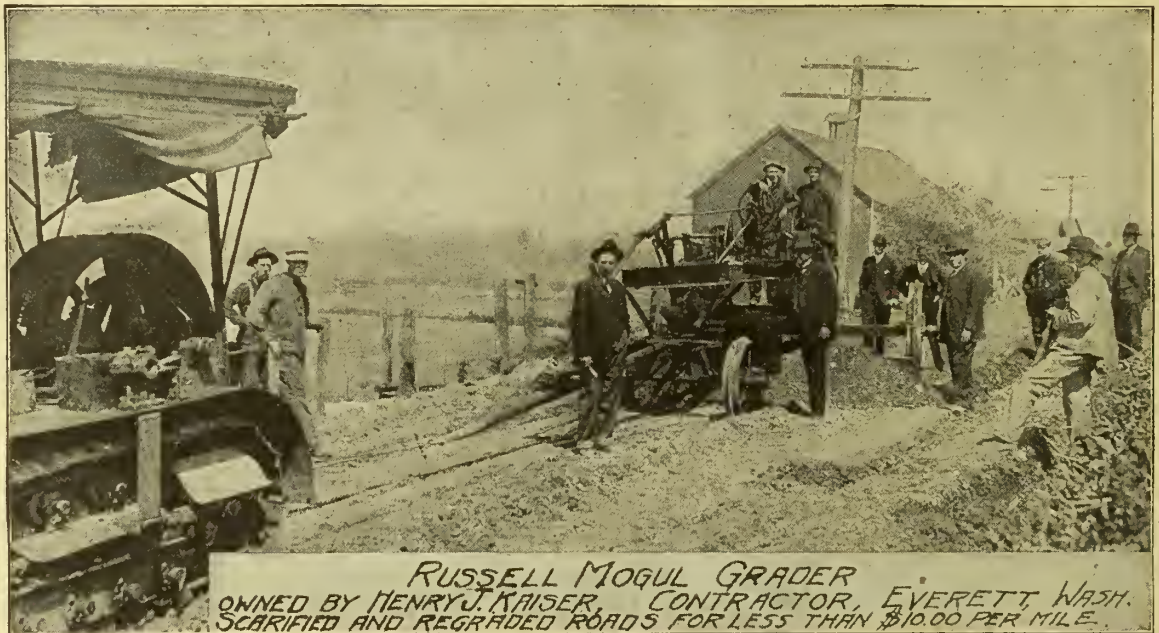


Delegates to the Jefferson Highway Minnesota State Convention at Little Falls, October 9th, 1919

Russell

Earth Handling Machines

are handling more dirt and keeping more roads in order than ever before; 1919 is our banner year, so far.



9 SIZES and STYLES of ROAD MACHINES
From 500 lbs. to 7300 lbs.—5 ft. to 12 ft. Blades

Two sizes Elevating Graders, Scarifiers (4 sizes)

The Russell Hi-Way Patrol (2 horse, one man,
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Representatives in all Principal Cities

The Modern Highway

Volume IV.



Number 9

Formerly "Jefferson Highway Declaration"

OCTOBER, 1919

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THE MINNESOTA MEETING

Many Delegates and Commissioners From All the Counties Along the Jefferson Highway Participated in the Great Little Falls Convention

— Build Roads Now —

— Build Roads Now —

— Build Roads Now —

THE future will record a tremendous good accruing to Jefferson communities in Minnesota as a result of a remarkable state meeting held at Little Falls, at the Morrison County court house, October 9. Although it is proclaimed as the biggest meeting of its kind ever held in the state, it is most remarkable not only for the good attendance, but also because delegates and commissioners were present to represent almost every one of the twenty counties in the Jefferson. Hennepin, Sherburne and Anoka were the only one not responding to roll call.

The men who came drove to Little Falls on a scheduled Run over the Highway—where they were not forced to detour because of construction—arriving at Little Falls on Wednesday evening previous to the meeting proper. They came from the south, starting at Albert Lea at 7 o'clock in the morning, and from Thief River Falls, leaving at 6:15 o'clock. C. J. Forsberg and party from Karlstad came 344 miles to represent Kittson County. The Little Falls Board of Commerce banqueted the visitors in sumptuous style. Although talks were made by representatives of all the counties the feature most outstanding were speeches by J. H. Beek, vice-president for Minnesota, and Mayor L. C. Hodgson of St. Paul.

"It is a great pleasure to see so many gathered here in a common interest," Mr. Beek said. "I am a great believer in organization and co-operation. If men could be taught the value of co-operation they could not be kept out of this organization, or organizations of this nature. Some may ask what they will get out of it. To them the answer should be 'not one blooming cent.' That is not the object. The object is to see how much you can put into it. The combined efforts of all is what brings results. Some people think that if they attend to their own business, do not molest their neighbors, pay their taxes and keep out of jail they are good citizens. That is not so. We

must do something to make our community a better one in which to live, and be alive to its needs if we are to do our share."

He proceeded to tell of the organization of the Jefferson Highway Association, citing this as an instance of co-operation on a large scale—a common project. His point was that the whole movement grew out of a meeting at New Orleans and that this is an illustration of what co-operation means. He concluded by leaving the thought, "if you have a dollar to spend, put it into your organization and your community will sooner or later reap a harvest of ten to a hundred fold."

Mayor Hodgson spoke upon the Babcock plan for Minnesota, saying that if this plan fails the state will be set back twenty-five years. Minnesota is not the only state in the Union that is building road, he continued, and pointed out that Texas this year, by a system of county bonding, is expending fifty-four million dollars on hard surfaced roads, and that this amount is to be more than doubled next year.

THE plan of hard surfaced roads will save the people of this state eight million dollars annually, he asserted, consequently it is a matter of business and what we spend is coming back to us.

Mayor Hodgson stated that a meeting such as was being held in Little Falls was only of value in proportion as the delegates go home and spread the movement in their own communities.

"We can talk good roads," he continued, "until we are blue in the face if there is not that great highway running between the hearts of the people of the country which binds them together in one common cause. The people hunger after comradeship these days, and, after all, the real test is that after this sacrifice that

we are great enough to be conscious of one thing—to act as brothers. We must get away from that which tends to draw away one community from another. A road ought to be a binding tie between the communities through which it passes, and only when men pull apart is it that their problems cannot be solved.”

The meeting the next day was harmonious throughout. Vice-president Beek called the morning session to order shortly after 10 o'clock. An address of welcome was made by Mayor N. N. Bergheim of Little Falls. The big feature of the morning program was an address by H. G. Shirley of Washington, D. C., secretary of the Federal Highway Council, who explained the Townsend bill now pending in congress. Talks were made by Senator T. E. Cashman of Owatonna, an international director, and by Senator P. H. McGarry of Walker, president of the Minnesota Highway Improvement Association, as well as several delegates who reported for counties that were not heard from at the meeting the evening before. These reports showed marked activity in most of the counties. The prize county in Minnesota, so far as Jefferson Highway counties are concerned, is Rice, where the County Commissioners can show records indicating that more than \$1,000,000 worth of construction is now under way or contracted. This report served as an inspiration to all the other counties, especially to those where little progress was reported.

THE General Manager announced just before adjournment for luncheon that the Ellertson State Medal for Merit for Maintenance had been awarded to Nick Smith of Wadena County, who was not present because he turned down the persuasive invitation of the delegates to attend the meeting with, “I’ll have to work that road on the Jefferson Highway tomorrow.” It was explained that the medals were the gift of E. E. Ellertson, president of the Russell Grader Manufacturing Company, and must be won three times, the same as District Medals, before they become the permanent property of any person. Winners of the seven state medals are eligible for two International Medals. The winners of the International Medals will have their trav-

eling expenses paid to the annual meeting of the International Board of Directors.

Senator McGarry was called to speak upon the Babcock amendment in opening the afternoon session, when it seemed evident that State Highway Commissioner Babcock would be unable to reach Little Falls in time to explain the bill of which he is the author. He arrived later in the afternoon with Assistant Commissioner J. H. Mullin, having been delayed by engine trouble en route. Endorsement was given the proposed amendment by a rising, unanimous vote, after a conference in which all sorts of questions were answered by Senator McGarry.

The climax of the meeting came when the election of officers was announced as the “next order of business.” Senator Cashman was recognized, and after a most eloquent review of the energetic work done by Vice-president Beek, including the contribution by St. Paul of \$2,500.00, placed his name in nomination for a continuance in that office. Robert Carmichael of Dakota County seconded the nomination by a brief but forceful talk. The delegates voted to instruct the secretary to cast a unanimous vote for Beek.

As an expression of confidence and appreciation for their labor in the past all of the directors were re-elected as follows: Senator T. E. Cashman, Owatonna; J. K. Martin, Little Falls; Daniel Shaw, Thief River Falls, and Secretary R. B. Millard, Little Falls.

After a brief but eloquent talk by Mayor Hodgson the meeting adjourned. The delegates at once started on their return trips over the “Pine to Palm” to their several counties. An executive meeting of the new officers was held immediately after adjournment.

Favorable expressions from officers, directors, delegates and commissioners were frequent. Not only was the success of the meeting itself a subject for comment, but it also was the general opinion that it was the forerunner of great progressive steps in the next few years, so far as road construction in Minnesota is concerned, and also another important step in the building up of Jefferson Highway enthusiasm in every one of the twenty Minnesota counties.

— Build Roads Now — — Build Roads Now — — Build Roads Now —

WILL NOT STOP FEDERAL AID

At Minnesota Meeting H. G. Shirley Explained the Townsend Bill Establishing National Highway System and Commission, and Urged Delegates to Write to Congressmen

— Build Roads Now — — Build Roads Now — — Build Roads Now —

THE provisions of the Townsend bill, which is now pending in congress, will in no wise interfere with the present Federal Aid plan. A statement to this effect was made by H. G. Shirley of Washington, D. C., secretary of the Federal Highway Council, who appeared before the Minnesota annual meeting

at Little Falls, October 9th, to represent S. M. Williams, chairman of the council, who was detained from attendance by other important business. Whatever money is expended on the National Highway System, established by the bill, will be in addition to Federal Aid as at present distributed. The only change that will

occur will be that the Federal Aid will be administered through the National Commission created by the Townsend bill, instead of through the Good Roads Bureau of the Department of Agriculture.

"Out of two and one-half million miles of roads in the United States we have less than 200,000 miles of such highways that we can really call 'roads.' By that I mean roads which one can travel on 365 days out of the year without getting stuck in the mud. The United States should put forth its best efforts in securing good roads, as it is very evident what a few improved highways would mean in case of a serious freight tie-up, such as recently threatened the country.

"It is just as necessary to have a definite plan for a connected system of national roads and to have it properly functioning, as it is to have a connected system of state roads. It is plain to see that if every state were allowed to build its own system, irrespective of a connected national system, that we would have a lot of unconnected units. In fact, it is similar to the situation which you would have if every county in your state built a system of roads independent of every other county and of a state-wide plan. Connections would be overlooked. Continuous highways would be an accident rather than a result of thoughtful, efficient, careful, definite planning.

STATE HIGHWAY DEPARTMENTS are very effective and efficient, Shirley continued, "but people are not going to wait for one agency to build all the roads. People want to be sure when they start out on a trip that they are going to get where they are going. They do not want to feel that they will arrive at the destination, provided the weather is favorable, the roads dry, and they do not have to be pulled out of too many mud-holes. The Federal Highway Council proposes to establish 'backbone' highways through the United States, to which state systems can tie, putting the farmer in touch with three or four markets within a radius of 100 miles, rather than just one market, as is the rule at present.

"I favor no particular kind of road construction. There are many equally good types of road, but in building roads now the transportation problems of the present and the future must be considered and the roads constructed to stand the strain. Roads built several years ago in the East, four and six inches thick, were thought to be sufficient to carry any possible load. However, they have gone to pieces during the past two years, owing to the heavy loads of from five to nine tons now being hauled over them. At the time they were built a two or three-ton load was considered to be the maximum. One of the powers that will be given the national commission will be to regulate the size of the loads passing over national roads."

Taking up the Townsend bill, Shirley discussed each section briefly. A system of roads is to be constructed and maintained by the Federal government. The roads are to be interstate roads, forming a network of transcontinental highways all over the United States. The

law calls for the appointment of a commission by the president with the consent of the senate. This commission will take over from two to four interstate roads through every state, giving the state highway departments the money that might otherwise be spent on these roads to be utilized on other state roads, just as the State Highway Department now permits the various counties to spend their appropriations on local highways.

SHIRLEY traced the bill section by section, reviewing and explaining each one. To the National Commission is given authority to select, establish or make changes, improvements or repairs to any road included in the National Highway System. The National Highway System shall not include any highway in a municipality having a population of 5,000 or more, except that portion of the highway along which the houses average more than two hundred feet apart. The commission shall determine the types of construction and maintenance. The secretary of war may transfer from time to time, as the commission may request, such vehicles and road machinery as may be suitable and is needed by the commission.

In consideration for the benefits to be derived by each state the existing right-of-way of any highway selected as a national highway shall be transferred to the United States.

Rules and regulations deemed necessary for the protection of the highways and safeguarding travel may be drawn up by the commission, but it assumes no police powers. In all respects but policing the commission is the supreme authority over the National System.

ANY STATE desiring to improve a section of the National Highway System before funds are available under the bill may do so by entering into an agreement with the commission. They will be repaid on a basis determined jointly by the commission and the State Highway Department.

The only opposition that has developed to the bill up to this time is on the part of the secretary of agriculture. Federal Aid is at present administered through the Good Roads Bureau of his department. Shirley said that he was at a loss to understand why this opposition had developed, as roads and highways and their construction had grown during the past few years to be the biggest essential need of the country. From a comparatively secluded and minor proposition it had become of the greatest importance, worthy of a department in itself. He stated that there had already been serious agitation to the war, navy, agriculture, state, labor and treasury.

"There is every reason for the passage of this bill," he continued. "There is the military. I hope that we shall never need them for this purpose. Commercially roads mean a saving in time and an economy in transportation costs. It will help to solve the problem of the farmer. The system will be a boon to society as a whole. You, in Minnesota, with your many lakes and pleasure resorts, should be deeply interested.

MOUNTAIN ROAD BUILDING

Difficulties Unknown to the Jefferson Highway Builder

— Build Roads Now — Build Roads Now — Build Roads Now —

THE mountain roads being built each year in the United States, many of them opening up hitherto inaccessible regions of our country, are constructed in the face of difficulties which are seldom appreciated. In countless instances man's ingenuity and perseverance, aided by modern engineering methods, have triumphed over natural obstacles which until now have been insurmountable.

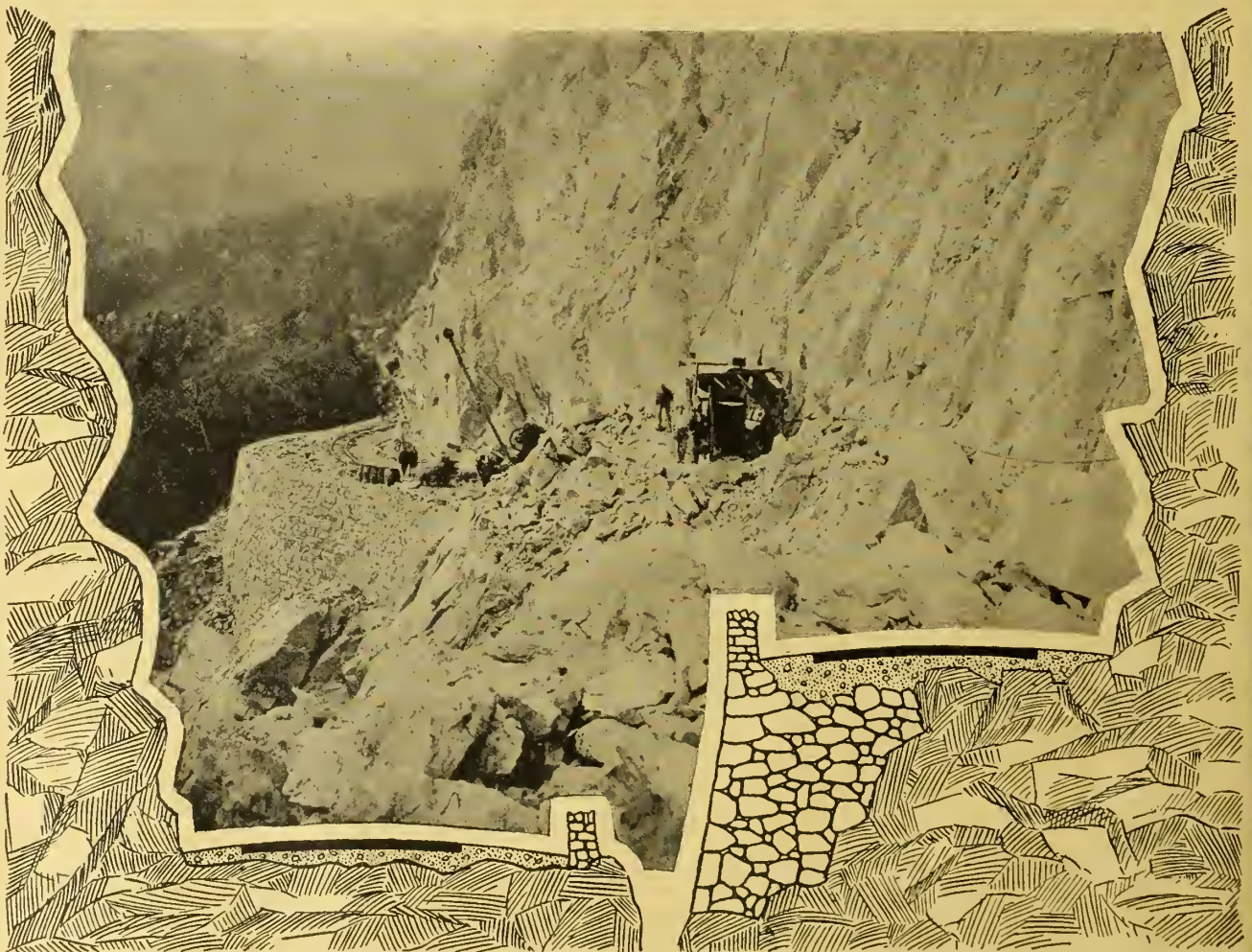
Such an undertaking is the building of the Storm King Road, the biggest and hardest piece of work ever attempted by the Highway Department of New York State. It illustrates in a graphic manner the unusual difficulties that are encountered in the construction of mountain roads and the methods which have been adopted in order to surmount them.

The Storm King Road is part of the state road that parallels the west bank of the Hudson River between New York and Albany. This route is now broken at West Point, and the only connection farther north is over a rough and dangerous mountain path. The Storm King Road when completed will be of great commercial importance, as it will bridge the gap and greatly shorten the highway distance

between two important cities, and thereby facilitate commercial travel in a densely populated region. It will also open up a region of great scenic beauty and afford the tourist rare possibilities in the way of vacation travel.

The southern face of Storm King rises practically sheer from the Hudson River to a height of 360 feet, and the cliff at certain points is very irregular and virtually inaccessible. The cliff was so rugged and precipitous that the equipment used had to be unloaded from the freight trains, repacked piece by piece, and drawn up by mules to the site of the work. The rock itself is of such unstable nature, due to erosion, that much of it had to be removed lest it fall from time to time and injure the workers. To complicate the situation even more, the tracks of the West Shore Railroad run at the foot of the mountain, almost directly under the road, so that anything dislodged above would fall upon the roadbed, block traffic, and imperil life.

Due to the inaccessibility of the mountain-side, the work of surveying was most dangerous and difficult. The surveying was done in February and March, when the mountain was



A Bit of the Construction Work—The Borders Indicate How the Rock Was Cut Away

covered so deeply with snow that it was necessary for the men to work with life belts and ropes. On account of the irregularity of the face of the cliff, the survey could not be made in the usual way, by points taken at the top and bottom of the slope, and it was necessary to mark these places with rockets fired at points on the mountain. In other places a target was dragged over the face of the cliff and raised or lowered to the desired point.

The method of construction was also most interesting. It was begun by cutting into the earth or rock to form the inner half of the roadway, at the same time making a fill for the outer half. In places it was necessary to suspend ropes from above, sometimes to a length of from 200 to 300 feet, to support the scaffolds on which the drillers worked.

About 300 pounds of dynamite was the usual blast in breaking down the rock, but an occasional condition required as much as 600 pounds.

After the blasting had progressed considerably, the wall gang followed, building the supporting wall in sections. The wall footings were blasted out first, and a thorough examination made to see if dangerous cracks had been developed. Often it was necessary to go down a second or third time in order to secure a solid rock foundation. A strong masonry wall four feet high was built as a foundation to carry the dry masonry wall, which was brought to within a foot of the road and was topped with a masonry parapet wall built four feet above the road level.

The roadway when completed will be twenty-four feet wide with a sixteen-foot bituminous macadam pavement. The greatest depth of rock cutting is 130 feet, measured from the inside ditch to the top of the cut. The retaining wall at its highest point measures 50 feet.

The deepest fill, which contains about 90,000 yards of material, is about 75 feet. There are 119,000 cubic yards of excavation; 50,000 cubic yards of ledge rock; and 25,000 cubic yards of stone masonry.

Most of the difficult work has already been done—enough to assure that no insurmountable problems will be confronted. Work on the road has been so encouraging that it is hoped to complete it before the end of 1919.

The building of the Storm King Road is but one instance of the successful application of modern methods of construction to the difficult engineering problems presented in road building.

The Storm King Road will be of considerable military importance. It is situated in a region subject to traffic—a situation which became worse as the war progressed and the strain upon our railroads increased. Its completion will provide a much-needed through highway between Albany and New York.



The Surveying Party
at Work



Where the Road Runs
Along This Cliff

GOOD PRIMARY ADVERTISING

Selling a Town to Itself and Its Trading Territory



"TRADE IN BUNKIE"

BUNKIE HAS:

3000 Good Citizens
Two Strong Banks
Two Hardware Stores
Two Implements Houses
One Exclusive Furniture Store
Five Dry Goods Stores
Two Good Drug Stores
One Exclusive Jewelry Store
Four Garages
Ample Grocery Stores
Two Meat Markets
Up-to-Date Bakery
Ice Cream Factory
Ice and Bottling Plant
Veneer and Box Factory
Two Cotton Gins
Seed and Oil Mill
Wholesale Grocery
Two Hotels
Two Day and Night Restaurants
Four Cotton Buyers
Corn and Produce Buyer
Two Dentists
Six Physicians
Modern High School
Moving Pictures
Three Lodges
Six Churches and—
An Undertaker

We want you to come see us. Make our store your headquarters. If we have anything you need, it shall be our pleasure to serve you.

**Bunkie, Carriage &
Implement Co., Ltd.**

R. D. NIBERT
Sec'y & General Manager.



Last spring thousands of dollars were spent by farmers of this community for feed. There is no need for this when our soil will produce any kind of feed and in abundance. Some of the farmers sell too much grain and fail to realize that by May they will be buying feed at a higher price.

It will cost for the seed about \$3.50 to plant an acre of oats. Oats planted in October will provide fine winter pasture for sows, pigs, calves, chickens, etc. In the month of May when feed is scarce they will be in the milk and splendid feed. They can be followed with a crop of alfalfa or lespedeza, according to the soil, at small expense, or the same ground can be planted in late corn or sweet potatoes.

The Bunkie Carriage & Implement would like to see every farmer in this territory plant from two to ten acres of oats and will procure and furnish the seed at cost.

LET'S TRY THIS OUT.

"LET'S SAVE THIS MONEY"

Any good salesmanager knows that the first thing he must do is to sell his line to his own salesmen.

A good merchant will spend some time in selling his town to the other people who live and do business there and to its trading territory.

Our good friend, R. D. Nibert, of Bunkie, Louisiana, and and the rest of the state, sends a good example of this class of salesmanship in the form of a hanger which we show herewith both front and reverse.

Aside from the ordinary advertising features it contains it suggests a thought we wish to pass on to the other towns on the Jefferson Highway.

Most towns are very much undersold to themselves, a few are over sold, and but very few are intelligently sold to themselves. Until a town is intelligently sold to itself it can not properly sell itself to others.

The primary business of the Jefferson Highway Association is to sell its 264 towns, its 90 counties and its seven states and one province to the rest of the country, but before it can do so effectively all these must be intelligently sold to themselves.

One of the best examples of self-selling coming under our observation is in the efforts of the Country Gentleman to sell the farmer to himself. This is done in various ways by its stories of real performance and its fiction, glowingly depicting what could happen.

See Next Page.

BUNKIE O

EVANGLINE HIGHWAY

(WINNIEPESIA)
JEFFERSON
HIGHWAY
(NEW ORLEANS)

In Mr. Nibert's perpendicular story of Bunkie he displays Bunkies' stock in trade to its trading territory and skillfully in a longitudinal way appeals to the self interest of that territory.

A stranger, in looking at this display would know at a glance

- that Bunkie is in the South or it would not support four cotton buyers and two cotton gins;
- that it is a 24-hour town or there would not be two night and day restaurants;
- that diversified cropping is practiced or it would not support a corn buyer along side of four cotton buyers;
- that it is a healthy place or six physicians could not attend to the sick;
- that the church buildings must be large and commodious or they would not accommodate an average of 500 people each;
- that Bunkie must be a live town or it would take more than one undertaker to bury the "Dead Ones."

Notwithstanding this the inventory must have been hastily taken for it leaves out of Bunkies' chief assets—assets that if properly inventoried and exploited will add many to its 3000 good citizens.

Good merchants take an inventory at least once a year. Sometimes these are real exploring expeditions and many interesting discoveries are made—goods are found on the shelves or in the warehouse that customers have inquired for and been told "we have not got it."

How many towns take an annual inventory—we know some that if they should, it would be a regular Lewis & Clark exploring expedition in the diversified assets or stock in trade that would be discovered—goods that thousands of people are looking for; can't find and put up with something else.

We commend Bunkie's incomplete inventory to our other towns and cities too, and suggest to Bunkie that the next inventory be made more complete.

— Build Roads Now — — Build Roads Now — — Build Roads Now —

A LADY'S VIEW OF THE RUN

From the Diary of Mrs. W. A. Nabors of Mansfield, La.

— Build Roads Now — — Build Roads Now — — Build Roads Now —

Sunday—We met the official party this afternoon in Sherman. Had a lovely banquet tonight. We had the pleasure of meeting the entire party and hearing the many good speeches.

Monday—Left Denison at 8:10 this morning. We are at Durant, 9:40. A lovely town in Oklahoma; have to detour—bridge washed out. 1:45 p. m.—Have just finished lunch and ready to leave Atoka. We were in McAlester between 4 and 5; stopped a few minutes at Busby Hotel. We arrived at Eufaula at 7:15 p. m. A warm reception. A splendid banquet (half a chicken, asparagus on toast, hot buttered rolls, corn on cob, etc.), and the prettiest girls serving. I know some of the Louisiana boys are going back. Have seen so many beautiful wild flowers today. Leaving Eufaula at 8:30 a. m.—Spent the night with Mr. and Mrs. Fuller, a lovely home and gracious hospitality. Our cars were washed, filled with gasoline and oil and brought to our doors—surely this can't last. Here, as everywhere along the line, our money was no good. Arrived in Miami before sunset. A lovely reception in hotel lobby. Everybody so friendly and gracious. Met Mr. J. H. Nabors, author of "Quit Kicking My Houn' Dog Around." A lovely banquet, so many beautifully dressed ladies. Our speakers outdid themselves, Mr. Ford beginning his speech with Mi-am-i-in Oklahoma.

We were in Joplin soon after noon, and a splendid banquet was served in the leading hotel, The Conner. Joplin is the city that Jack built, and he did a splendid work. Joplin is a hustling little city. Wanted to ask who Jack was and why he built so well, but that we should have known beforehand. 'Twas here we saw our first aviatrix. At 3:30 we were in

Carthage, a splendid town. Speeches on the court house square. Four shoe factories were making nothing but shoes for children.

A banquet tonight at Stillwell Hotel in Pittsburg. The color scheme was blue and white. We had blue and white ice cream, blue and white mints, and the posts in the dining room had blue and white bands around them. In honor of Louisiana watermelon cake was served.

Thursday—A lovely reception at Fort Scott this morning. A brass band to meet us. Delicious angelfood cake (what a compliment), and punch served by pretty maids and lovely matrons.

Lunch at Mound City. Our first cherry pie and then was told about the wonderful amount of poultry and eggs raised in Kansas. Receptions at different places all afternoon, Osawatomie, John Brown's town, a park and monument here to his memory. In the park is his little cabin home. There are many household articles here once used by this famous pioneer. In Paola was music and speaking.

At Spring Hill we had ice tea and delicious doughnuts on a beautiful lawn. In Olathe we met Mrs. Dr. Hatfield and ex-Gov. Hodges and wife. Arrived at Kansas City at 8:00. Governor Pleasant in our car.

Friday—A most delightful ride over Kansas City's wonderful boulevard system this morning. The houses and grounds were a realization of many an artistic architect's dream. This beautiful residential section was a revelation to me, as I had thought of Kansas City as a great business center. Saw the Long home of Long Bell Lumber Company of Lake Charles, Louisiana. A lovely banquet after our drive.

We arrived in St. Joseph at 7:00 p. m., a big city of over a hundred thousand inhabitants. A splendid banquet at the Country Club. We met Mr. Clark, the originator of Aunt Jemima's Pan Cake Flour. Mr. and Mrs. McNinch and Mr. Connett joined us here.

Saturday—Lunch at Stanberry. There was a street fair and a reception for the returning soldiers. A gala day for everybody. Mr. Beek rode with us this afternoon. Dinner this evening in Leon. Band and speaking in the park afterward.

We arrived in Des Moines at 2 p. m., stopping at the Chamberlin Hotel. Club banquet to-night just for the gentlemen, so we are getting a much-needed rest. Stopped in Indianola this morning. Met a lady from Shreveport; also a Mrs. Peasley, who invited us very cordially to dinner with her. Our ride this afternoon was unusually fine, like a scenic railway, hills and valleys for miles.

Monday—Left Des Moines about 9:00 a. m. In Nevada, first stop at 11:00 a. m. Mayor Behrman made a short speech. Lunch at Iowa Falls.

Arrived in Mason City early, 6:00 p. m. About 100 cars met us outside the city limits, all decorated and blowing horns to greet us, and there was a band, too. We dressed early and walked around the park. Read names on monuments of soldiers who fell in the battle of Pleasant Hill. Resolved to do all I could on my return home to mark battle ground where they fell. The battle of Pleasant Hill was a continuation of the battle of Mansfield, which was fought the day before. We then went to the Country Club and were served a splendid banquet, beginning with watermelon cocktail. There were beautiful carnations for each guest. Met Mesdames Gilmore and Shepherd. Mr. Gilmore and the Muses joined the party here.

Tuesday—Arrived in St. Paul before night. Killed a little dog just as we were crossing the bridge over the Mississippi River. Stopped at the St. Paul, a lovely hotel. A lovely banquet at the Country Club, several miles out of the city. The mayor of St. Paul and several other men met us just over the line in Iowa, giving us St. Paul and Minnesota pennants and booster badges, dark red with white lettering, making gay our personal appearance as well as our cars. A man stood at the Minnesota line with a big United States flag waving us a welcome into Minnesota. How nice it would be to have permanent markers (not necessarily men), so we would know when we crossed the state line.

Wednesday—A long ride over the city this morning in St. Paul cars, beautiful parks and homes. Every courtesy was shown us. On a beautiful wide street parked in the center of this park was a bridle path, but not a horsebacker did we see. Had to call on memory to complete the picture. Don Jr., still worrying about the little dog. Came on to Minneapolis this afternoon; could not tell where St. Paul ended and Minneapolis began. A splendid boulevard all the way, really one continuous

city. A lovely banquet at the Country Club. Beautiful pink roses on every table; to me here were the most beautiful golf links. Everyone so gracious and thoughtful.

Thursday—The lunch today at St. Cloud in the Elks' Home was fine. A splendid band played the old Southern airs. A most cordial welcome was given us. Minnesota is more like Louisiana than any state we have been in. Arrived in Little Falls early. Went out to a forest park; music and dancing, speeches by our folks. Made us think we were in Louisiana, so many big trees. A little boy fell off of a wagon. Sarah said "little falls," you know. We heard a little boy singing in the hotel lobby who had a wonderful voice.

Friday—An early start. Lunch at Wadena. Mr. Nibert at our table. About 4 in the afternoon at Menahga, tired and warm, we were invited into a spacious hall and served the most delicious blue berries and *real* cream, and everybody could have all they wanted—two or three saucers. I was served last and everybody finished before I did, so had to quite and leave some of mine. My, but I hated to. Towed Mayor Behrman's car into Park Rapids, fourteen miles, but the Marmon was equal to the task.

Saturday—Leaving Park Rapids at 8:30. Spent last night in the home of a Mr. Hardman and his daughter, such pleasant people. Today we had lunch at Douglas Lodge on Lake Itaska. Met Senator McGary. At the source of the Mississippi at 10 o'clock. Mrs. Clarkson is fine; told her today if she ran for president she had my vote. We arrived in Bemidji early and watched a golf game (in part), a lovely banquet beautifully served. Have never seen quicker or more systematic service; then we went for a walk near a beautiful lake, boating and swimming. Speeches made in a beautiful summer hotel ball room.

Sunday Morning—Leaving Bemidji at 9:00. Bemidji means easy crossing and was the name of an Indian chief of the Chippeways. A beautiful little city in the far North, but there was no chill on the hospitality. Arrived in Trail in time for lunch, such a good lunch, chicken and dumplings, etc., as some said "twas some trail, to trail, to Trail." At Red Lake Falls we stopped at the court house on a high hill, beautifully terraced. Delicious lemonade and wafers served on the lawn. A big crowd in Sunday best, a goodly sight. We were in Thief River Falls last night. We have been riding today in fields of blue far to the right of us, far to the left of us. We were told that this dainty blossoming plant was flax; then we began to ask questions; when harvested, where marketed? Is this the flax later to be made into the linen that we know? Since all in our car were from Louisiana our questions are still unanswered. Then there were fields of beautiful red clover and the alfalfa. Came into Canada under a beautiful arch at exactly 2 p. m. Come cheering and shaking of hands and blowing of horns. We arrived in Winnipeg at 6 p. m. Dozens and dozens of decorated cars decorated with flags of America and England, beautifully

dressed ladies met us. Early to bed; no programme tonight. The Fort Garry Hotel is fine, lovely rooms.

Tuesday Morning—A long ride over Winnipeg this morning; so many banks and good, substantial buildings, wide streets and beautiful trees; only a few years ago it was only a prairie inhabited by Indians. Our ride terminated at a splendid club house in beautiful Assiniboine Park. Soon all were assembled around the long, inviting tables which were adorned with beautiful blue flowers. No wonder Henry Van Dyke named one of his sweetest stories "The Little Blue Flower." First we had a blessing, then a toast to the King of England (our first toast to the king), followed by three cheers for the King of England, and then a toast to our own beloved president, followed by three cheers for Wilson. A splendid band played national airs, and my, what a luncheon, so many good things to eat and in such abundance. Our speakers felt that they had reached the end of their journey and delivered touching messages. The mayor of St. Paul's beautiful speech was heart reaching and long to be remembered.

Wednesday—Banquet with Sir and Lady Aiken last night. Our reception was a cordial one. There was an usual line, but Lady Aiken was especially gracious. I know she must be of royal lineage. There was sweet music by lady musicians, including piano and violin. The table was the longest we had seen. There was snowy linen, silver and cut glass. Beautiful carnations and gladiolus made this a festive board. We did not attend the reception at Mrs. Brown's, as the hour was late and Don Jr. was asleep.

Thursday—A lovely affair at lower Fort Garry yestrday evening between 6 and 9, a banquet beginning with the blessings and a toast to the king and president. This was a real fort, the fort that the Hudson Bay Company used years ago, and about which we have all studied in our school days. This was the last assembly

of the Jefferson Highway party in Winnipeg. Many touching expressions crept into the speech-making, though there was more of wit and humor. This trip was the beginning of so many things, principal among which were friendships. Closed all ceremonies with our International? Hymn "Auld Lang Syne."

The whole trip made us think of "Out Where the West Begins,"

Where there is more of singing and less of sighing,

Where there is more of giving and less of buying,

And a man makes friends without half trying.

Friday—We were shown over Parliament house today by a friend of Miss Hess, a splendid building; would have been completed, but war had interfered. We saw the men at work on sculpture for outside and interior decoration, our first glimpse of this kind of work. The sculptors had such pleasant faces and seemed interested in their work. We went through a tunnel to another building; only a match or two, so had to stumble along. Mr. Connett helped me, so I was in good hands. Went in the court room, where the strike leaders (Bolshevins), were being tried from their looks. I hope none of them are *real Americans*. We were to leave Winnipeg this morning. A heavy rain last night and heavy clouds this morning changed our plans. We had dinner at the Royal Alexandra Hotel last evening.

Saturday—Dinner in a dear little tea room, everything so dainty. Entered through the drug store, this to insure perfect warmth during the winter.

Sunday—Left Winnipeg at 10 o'clock this morning. Told Mr. and Mrs. Clarkson goodbye reluctantly. As we began our homeward ride Mr. Clarkson called out for us, "All Set," but not for the last time, as we anticipated joining the Canadians on the way to New Orleans when they come to return their visit.

VOLUNTEER THEIR ASSISTANCE

The Highway Industries Association, 1311 G Street N. W., Washington, D. C., is cooperating through its editorial department with good roads organizations and state highway departments throughout the country in the promotion of bond issue campaigns and other means of insuring the construction of economic highways.

An editorial and publicity service based upon an intimate understanding of all points involved in road development is thus placed at the call of highway improvement organizations upon a purely cooperative basis and without charge. The Highway Industries Association, representing as it does all factors impartially, is free from the influence of any particular material interest. It was organized and is operating for the specific purpose of coordinating highways with other transportation agencies of the country, to encourage the development of highways that advance the economic life of the nation, to stimulate their use in such a manner as to facilitate and cheapen the

transportation of food, raw material and finished products, and to co-operate with government agencies both state and national, to the end that the public highways may be of maximum service in the transportation system of the country.

The editorial branch of the Association's activities is under the direction of James W. Brooks, former executive editor of the American Magazine Association, and a recognized authority on the fundamental principles involved in community development. He also writes and directs the production of motion picture films for municipal and highway improvement, and in this capacity occupies the unique distinction of being the first screen editorial writer in America.

Highway officials and others interested in presenting arguments for municipal and highway improvement in a most convincing manner will find this branch of the Highway Industries Association work a great advantage in the conduct of state, county and municipal campaigns.

TAKE LUNCH AT CAMERON?

A Clean, Artistic Little City Awaits the Tourist Who Passes Through the Wonderful Garden Spot in North Missouri—A Highway Cross-roads

By J. M. Tanner.

— Build Roads Now — Build Roads Now — Build Roads Now —

CAMERON is located in the extreme northeast part of Clinton County, Missouri, and not only has the distinction of being the largest city in the county, but is also located on two of the greatest national highways, namely, the Jefferson Highway and the Pike's Peak Highway. In order that a more vivid picture may be impressed on the mind, let us imagine ourselves on a tour between Winnipeg and New Orleans over the wonderfully marked trail, known as the Jefferson Highway.

We have left Des Moines, Iowa, about 7:30 in the morning, and have spent the greater part of our journey, thus far, winding about through the more rugged section of Southern Iowa and Northern Missouri. As noon approaches we find ourselves nearing a quiet little hamlet known as Winston, Mo., and here we are overtaken with an entire change of scenery. Continuing our journey, our mind and thoughts are especially impressed with the smooth, rolling country before us. Each and every farm has the aspect of prosperity. Houses and barns bear the print of progressiveness. Herefords are lazily browsing in the pastures, almost ready to top the markets, and as the picture becomes more and more a reality we have decided that undoubtedly we are now in the garden spot of the world. As the time is now at hand that we partake of our mid-day repast, we anxiously look forward. The skyline of the fair city of Cameron awaits our vision. Entering the corporation limits, we are immediately impressed with the cleanliness of the streets, the well kept lawns, painted, snappy, up-to-date homes, and a class of thriving up-to-the-minute citizens.

We drive on up town, and the sound of half a dozen whistles announces to us that the noon hour has arrived. Chattering girls from a busy glove factory come tripping up the street, evidently taking great delight in relating to one another their various romances and adventures. A little further on the sound of exhausting steam is brought to our ears, and we behold the best lighting and power plant in North Missouri. At this point we stop at one of the cafes and prepare to partake of our noon day meal. Even the partaking of a meal has its diversions, for we are no more than comfortably seated than that dreaded sound of a siren fire whistle falls upon our ears. The din becomes more furious, and rushing to the street, the clang of bells is heard, and to our amazement here comes the motor fire trucks at a hazardous speed, rushing to the scene of action. Ladders are adjusted, long lines of fire hose are coupled up, and the work of the firemen pro-

ceeds in machine-like fashion, and in less than ten minutes the return whistle is sounded, announcing that the danger is over.

Finishing our meal, we decide to drive slowly over the ten miles of beautifully paved streets of the city. Happy school children are seen wending their way to school. The school building is passed, and a more efficient looking institution can hardly be found anywhere. On out Fourth street, the residences and homes can be compared only to those of a first class city. We then drive through the southern residence section of the city. Young men and women are walking hither and yon, and still further on we are confronted with a beautiful structure, and are told that this is Missouri Wesleyan College. Going further we pass many progressive business houses and manufacturing plants.

Our time for visiting this city now being ended, we continue our journey along the Jefferson Highway, and within one mile of the town we have just left we pass one of the finest dairy farms in the country. A herd of sixty of the finest looking Holstein cattle are seen contentedly grazing in the pasture, and as we go on down the highway we find ourselves on a strip of road about twelve miles long, which was described by the officials of the highway as being the finest piece of road on the system. Large herds of Herefords are again in evidence, and the farms are of the larger variety. The one abounding feature evidenced in this section is the amount of motor machinery used in the art of agriculture. As we pass on through the vicinity of the city we have just described we cannot help but feel that we are now being ushered out of a most wonderful garden, and this thought is only dispelled when we look on the skyline of Kansas City.

— Build Roads Now —

PUBLICITY BUREAU

The Publicity Commissioner is striving to render two sorts of service to the Jefferson Highway communities. He wants to give publicity to the "Pine to Palm" in general, in order that all communities may benefit as a whole. He also wants to serve each locality directly. The last includes the idea of gathering information about your community that others should know, and also furnishing to you such material about the Highway, roads, and other communities as will be of value to your section. He can do this satisfactorily to you and the other 264 communities, only through hearty cooperation. He expects you to do your part.

PLATTSBURG WANTS WATER

Movement for Better Roads Has Taken Form in Clinton County Since the "Capital City" Decided to Put Cushions in the Automobile

By Ethelbert M. Claypool.

— Build Roads Now — Build Roads Now — Build Roads Now —

THERE once lived a man who was rich in the goods of this world. A large balance in the bank, unlimited credit and other assets bore amply to the fact that he was heeled. For the most part his life-time had been limited to a circle, the circumference of which was formed by hard work, sleeping, eating and saving. At last he decided that a vacation for the remainder of his earthly days would be quite the proper caper, and forthwith he forsook the delapidated home for the more luxurious abode of a charming little city.

As so often happens, the habits of his youth and young manhood remained with him. Frugality and penny-wiseness moved with him to his new domicile. So also did pride and other of his human weaknesses. The love of show prompted him to expend a small fortune for a real up-to-the-minute car, in fact, one of the finest on the market. How you would have envied him as you saw the perfect machine chug powerfully, smoothly and quietly along the thoroughfare.

Upon closer inspection you would have noticed something queer about that car. The driver appeared to be very small. The steering wheel was higher than his head. Just the feathers on the hats of his wife and daughter showed. When the car came to a stop before the bank in which he held a large interest, had you passed by that you might satisfy a growing curiosity, your amazement would have expanded beyond all bounds. There were no seat cushions in the car.

Accustomed to the hard board of a wagon seat, and prompted by a sudden fit of economy, he had decided that no cushions were necessary. So hard benches substituted for the customary soft leather seat pads. Several months of back-breaking torture were sufficient. The car was equipped like other cars. The slight expense was obliterated by the comfortable rides that followed.

Communities are like men. Each has its own individuality. In this case it seems an absurdity. However, some communities are doing just that sort of thing, not only in the matter of road building, but in other public affairs. One by one they are putting the cushions into their cars.

NOT long since Plattsburg, the county seat of Clinton County, Missouri, voted a bond issue to install a water and sewer system. When you drive into and through this charming little agricultural center a strange situation awaits you. Of beautiful homes, modern stores and fashionable people, who go to the movies and drive motor cars and

do all such things, there are many. One of the finest small hotels on the "Pine to Palm" seems perfect, until it is discovered that there is no running water. It is but a stone's throw to Kansas City. Three railroads and the Jefferson Highway are among the visible assets. There are schools, churches, cement sidewalks, taxicab service, mutual telephone lines and all—the crowning glory of which are the well-appointed homes. Prosperous banks and an endless train of automobiles testify that there is wealth in Plattsburg. It seems unfair to say that the citizens have decided to install the fixtures to coincide with the show window into their city.

Those homes—for it is indeed a city of fine homes—are the realization of the dreams of early manhood and womanhood. The tired farmer and his tireless partner have retired to Plattsburg. They have built a home that is exquisite in architecture, modern in appearance and surrounded by artistic landscapes. They are proud of the dwellings that line the streets. And they should be. Looking upon them, the visitor must be told that the only water system is that which has been installed into each individual home, because there is no city water. The average traveler thinks that water from a faucet in his home is as essential as a cook stove. Now Plattsburg people think that way, too. Soon they will add the waterworks to the string of things about which they are proud, and boastful.

Clinton County raises pure-bred Hereford cattle. That is the predominating type. Hogs and other breeds and grades of stuff also find their way into the fields and pastures. But Clinton County feed lots are the pride of which all boast. Adjacent to the Kansas City market, the principal pursuit of the county is feeding stock. That explains why Clinton County has one of the best county agents in the state, while all the records for feeders in Kansas City market were made by Clinton County Herefords. Fine cattle, then, had much to do with building the lovely homes, and will help pay for the cushions in the car. It is supposed that more cattle are fattened within ten miles of Plattsburg than anywhere else in the world in similar area.

The city of Plattsburg is old, being one of the first trading posts. It is today the principal shipping point for outside markets. Pioneers from Kentucky and Virginia named the county after DeWitt Clinton in 1833.

Should you happen to visit this charming place in the third week in August you would have been entertained royally at the oldest independent chautauqua in the state. In spite of

adverse conditions in 1918, this association cleared \$550, according to Secretary F. M. Riley, who adjourns his banking business during chautauqua. Of course they've had Bryan, Irvin S. Cobb and a host of stars of greater and lesser magnitude. Chautauqua Park is a delightful spot, fitted for delightful outings. The old brick hall which was at one time a college has been made a great dining hall and dormitory.

And when mentioning the college there arises the really noteworthy fact that Plattsburg is the home of J. Breckenridge Ellis, an author familiar to the readers of short story magazines. His father, the late J. W. Ellis, was president of the old Plattsburg Seminary. J. Breckenridge taught in the institution until its

mission was fulfilled. Several of Ellis' books have been filmed, perhaps the best known being "Fran," the picture rights for which netted him a cold \$5,000. Other scenarios are being prepared for the clamoring producers, and movie followers as well as lovers of fine fiction may expect more good things from the pen of J. Breckenridge Ellis.

The Jefferson Highway and the value of good roads have become of interest to Plattsburg and Clinton County. Buchanan County on one side and Clay County on another side have issued bonds for 365-day roads. Old Platte County, where they plowed mud not long since, is right up close to Clinton, too, so that the leaders already see that hard roads must follow the waterworks.

Build Roads Now

Build Roads Now

Build Roads Now

DINED THEM ON RAW MEAT

Hard-Headed Opponents in Miami County Became Fighters for 365-Day Road Movement When They Were Given Taste of Real Blood, Sandwich Style

By Ethelbert M. Claypool.

Build Roads Now

Build Roads Now

Build Roads Now

RAW meat is not considered a very digestible food for man. Yet, a taste of blood is just what some men need. Graeco-Roman wrestlers train and condition themselves for championship bouts by eating raw beefsteak. Blood seems to make for aggressiveness. Men become optimistic, self-confident, boastful—willing to go against any size buzz-saw.

By some natural phenomena, however, most men are pessimistic. While they are dissatisfied with present conditions, grouch and grumble about everything in general and nothing in particular, when it comes to a choice between getting up and dusting or—they willingly decide that the old order just suits them. When approached with progressive propositions they proclaim in billboard letters, "It can't be done."

There is hardly a community along the Jefferson Highway where the voice of non-believers is not frequently heard. In Miami County, Kansas, they raised their heads and bellowed when a certain band of men began to talk about circulating a petition to build 365-day roads through the county. They insisted that it would bankrupt the farmers. The tax would be confiscatory, only they didn't say that. They said they'd all go broke, and have to mortgage their farms to pay the tax. Openly and hotly, without investigating, they opposed the movement.

It had been foreordained that a great light should be shown them. They were to be taken to a feast of raw beef, and fed bountifully upon the fare. Without a single exception every nut was cracked. The hard-headed opponents during a brief twenty-four hours became hard-headed proponents.

Upon propitious occasions, to-wit: whenever they could shanghi one of them, certain of their

brethren in Miami County who had tasted of the blood, put the neophytes into their high-powered motor cars and whirled them down into Bourbon, a neighboring county. Now there are in Bourbon County many miles of rock road—365-day roads, if you please. Upon reaching the summit of a hill not many miles inside the Bourbon County line the black strip about a mile ahead turns to a golden yellow. This is the first real whiff of raw meat. The car was drawn up by the side of the dirt road. A farmer answered the cheerful greeting.

"Sure, I live five miles north of Fort Scott, on the Jefferson Highway," said G. R. Reinecke, an apostle of 365-day roads. "I am one mile off the rock road. I figure that the one mile costs me more for upkeep for my truck than four miles of hard surfaced road. Even though I am one mile off the road, it is worth many times the cost to me."

While they proceeded over the rock roads of Bourbon County these non-believers, these pessimists, these crepe-hangers, became new men. One barricade fell, then another, until all were swept away before the terrific bombardment of the truth. The conversion was complete. Without a single exception every "knocker" became a "booster." They had been fed. They liked the taste. They went back to fight for rock roads for Miami County. And it was this sort of meat they were fed on, and it was because of the indisputable truth of the statements when G. B. Morgan said:

"I own 77 acres, the road tax of which was \$83, and I would not be without the road if it would cost me five times that much."

H. R. Wood, owing 40 acres: "My road tax was \$58, and I would have paid \$200 road tax rather than be without the road."

Frank Kilborn: "I own 80 acres on each side of the road, and my entire tax was \$180, and I figure this road is worth \$800 to me."

R. G. Campbell: "I live two miles northeast of Fort Scott, on a rock road. I own 800 acres. I know that this farm is worth at least \$20 per acre more than the same land on a dirt road. I would not buy a farm that was not on a rock road."

T. M. Givens, Cashier Citizen's National Bank: "I own several farms in Bourbon County, and I consider land on rock roads worth at least \$20 per acre more than the same land on dirt roads."

C. H. Morrow: "I have 137½ acres northwest of Fort Scott. The rock road is worth many times its cost to me."

C. C. Myrick, ex-County Commissioner of Bourbon County: "We have five sections near the home farm. I don't want any more cattle or any more land or anything else until I get a rock road to my farm. The rock road will cost me not to exceed \$1 per acre, and I am satisfied will increase the value \$10 to \$20 per acre. I have had twenty years' experience in this business, and a man who will fight a rock road by or near his farm is fighting against his own interest."

H. N. Gunsaulus: "I live nine miles west and one mile south of Fort Scott. I make a trip each way every day of the year; it is worth \$500 a year to me."

F. A. Potter: "I own a farm seven miles east, just three-quarters of a mile off a rock road. I figure that I can make the trip with a truck load both ways in one hour's time. I would not be without this road for three times its cost. I think it is worth \$500 per year to me. The cost is \$18 per year to me on 140 acres in benefit district."

A. B. Gelpelton & Son: "We live twelve miles west of Fort Scott on the extension of Westfield road. We own 200 acres, and are glad to pay our assessment, no matter what the cost."

E. P. Benedict: "I own a farm three-quarters of a mile from the Humboldt hard-surfaced road. I am working for a cross road from my farm to Humboldt road. A hard-surfaced road will pay 20 to 30 per cent on the investment. I know of no investment which will pay more to a farmer, as a good road makes it possible to haul a greatly increased tonnage every day in the year."

C. F. Lundquist: "I own and live on a 250-acre farm on a rock road four miles from Fort Scott. I have a modern house, with electric lights and bath. I would not have built the house unless I was located on a hard-surfaced road. I would not live on a farm unless there was a hard-surfaced road by it. I would not have the road taken away for \$25 an acre."

J. D. Kite, formerly lived in Paola, and said: "I live one mile from the Nevada rock road. My brother owns a farm of 120 acres. We will gladly pay our assessment to extend this road."

— Build Roads Now — Build Roads Now — Build Roads Now —

WINNIPEG'S AQUEDUCT COMPLETED

Commissioner R. D. Waugh, Ex-Mayor of the Jefferson's Northern Terminus, Is Being Given Honor and Recognition for His Part in the Project

— Build Roads Now — Build Roads Now — Build Roads Now —

INASMUCH as ex-Mayor R. D. Waugh of Winnipeg is a great believer in and supporter of the Jefferson Highway, Jefferson Neighbors will be greatly interested to learn of the successful completion of Winnipeg's new water system, which was supervised by the former official, as commissioner for the project. The system is composed of a concrete conduit, eight feet in diameter, ninety-six miles long, and costing \$15,000,000. The Run Tourists used water that came through this conduit. The aqueduct has been pronounced one of the world's major engineering feats. It was begun in 1914. Only four cities in the world have gone further for their water.

To build the aqueduct the city constructed its own standard gauge railway and a telegraph line. The road is 110 miles long, and its locomotives and 115 cars are valued at \$1,439,522. Several thriving towns sprang up along the route, and farmers began to settle in the country which was formerly a wilderness. The road will now be maintained in regular operation. The city also operated its own gravel pits, rock quarries and cement plants.

The aqueduct brings 85,000,000 gallons every twenty-four hours from Shoal Lake, an arm of the Lake of the Woods, the famous haunt of sportsmen, southeast of Winnipeg. Shoal Lake has an area of 107 square miles. The Lake of the Woods has an area of 1,500 square miles. The lakes are 300 feet above the level of the city, and the flow of water is sustained by gravity.

The conduit tunnels under the Red River, Whitemouth River and several smaller streams. It passes twenty feet beneath the bed of Red River through solid limestone. The length of river siphons and pressure sections is seven miles.

Winnipeg, in its early history, obtained its water from Red River. Fifteen years ago, after several typhoid epidemics, a system of artesian wells was established. But while excellent for drinking, the artesian water was so hard it ruined boilers, water tanks and city mains, and had to be chemically softened for household purposes.

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"It is true as stated by Duncan Buie, state highway engineer, that Louisiana is perhaps second among the states traversed by the highway in mileage of hard-surfaced road. But what makes it so difficult for the tourists in this state as compared with other states, such as Kansas, Missouri and Iowa is, we pay little or no attention to the maintenance of our dirt roads.

— Build Roads Now —

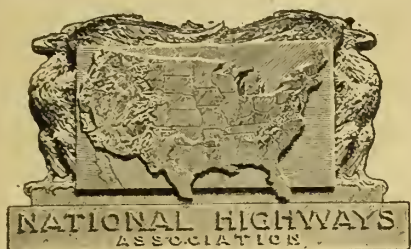
"SHOULD APPEAL TO HINES"

AS PART of its campaign to "stimulate the revival of public works construction as an offset to unemployment," the Department of Labor says that while congress has appropriated \$48,500,000 to aid the states in road building and has approved 7,869 miles, only 45 miles of highway have been built and only four miles in Louisiana.

That this is true, is by no means the fault of the various states and communities. Louisiana was ready for federal aid long before anything was available except advice. Congress concluded to put money in sums that count in 1917. Bond issues were authorized to build roads in every part of Louisiana, but before the bonds could be floated, the government forbade their issuance or sale.

This bar has been removed, but another department of government now stands in the way; the railroad administration threatens to make a radical advance in freight rates on all road materials. The different districts are ready to pay more for labor and road materials, and should not be "held up" by a rate advance imposed by one department of government while others are clamoring for them to build roads as a patriotic duty.

The department of labor should address its appeal for highway construction to Director-General Hines. The people need no urging to build roads. —New Orleans Item.



HARD ROADS COMING

President Kansas Good Roads Association Says They are Easy to Get

By A. Q. Miller.

IT IS a moral certainty that hard roads are coming to this country—just as they came to Europe, and just as they are coming to the Eastern and Western and Southern states of this country. The Eastern states, Western states and Southern states are all voting millions of dollars of money and are building hard roads. The great agricultural and live stock belt of the Union needs hard roads just as much as the other states.



A. Q. Miller

When the people understand how easy it is to get these roads, and that the government pays up to \$15,000 a mile on Federal Aid Roads, they are ready to petition for them. When it is understood, for example, as figured in Washington County, that the cost of concrete or brick road, based upon \$30,000 a mile, makes the quarter section lying on the road pay but \$24.36 a year for twenty years, the next quarter pays \$17.04 a year for twenty years, and the next quarter back but \$9.74 a year for twenty years, farmers and business men recognize the importance and value of this investment and improvement and are ready to buy it.

Not everybody will see the matter in its true light at first, but just like the people of other states who have the roads, they would not give them up for any amount of money—to say nothing of the fact that they increase the value of their land from \$10 to \$25 per acre, and some farmers claim even more than that figure.

When the rural free delivery of mail was proposed for this country some people said: "It can't be done." But it was done, and who is now against it?

When the rural telephone was proposed for the towns and farmers of this country some people nodded their heads and said it was impractical, and could not be done. It was done, and who is now against it?

When the automobile first struck the country the rural communities were against it, and said it was a luxury for the aristocrat. Now

80 per cent of the town people and farmers have their automobiles, and don't see how they can get along without them. And we are just now entering the stage of the truck and tractor, which shows the country is progressing some.

The modern water systems, lighting systems, sewer and paving for country towns come over the protest of conscientious citizens who could not see the vision and need of these modern improvements. But they came.

And it is idle to say that 365-day roads are not coming to this country, just as they are coming to neighboring states, and even to adjoining counties. The only question of doubt is just what year the people will commence to demand them, and just what year they want to begin to pay the first installment of taxes.

"I AM. Are YOU?"

THE following is a paper written by a high school freshman girl of Platte County, as it appeared in the Platte County Argus, and is particularly interesting, in view of the fact that Platte County has been "plowing mud."

GOOD ROADS IN PLATTE COUNTY.

Platte County has roads equal to roads in Arkansas. They are higher on each side than in the center, so when the rain comes the water stands right in the road to make a mud hole. In places the roads are impassable now. Another thing, they are not wide enough in places for two buggies to pass. They should be made wider by grading the bank down and making the center of the road higher than the side, so that the water will drain off. Then they should be dragged to keep them in good condition. Some of the hills should be graded down, and a good many places need culverts.

The land would be more valuable if we had good roads, as everybody likes to travel on good roads. But sometimes they travel on some very bad roads only for pleasure.

If the roads are bad it is a disadvantage to the farmer. He cannot get to town or haul his farm products to town. Some want to haul corn and other things now, but cannot, on account of the mud holes.

Why not have better roads? All it takes is a little work and encouragement. We can't have any pleasure of going any place when the roads are bad.

I'm for good roads. Are you?—Booster.

— Build Roads Now —

What Louisiana lacks to be a banner state in its part of the Jefferson Highway is more attention to the dirt portions of the road was the opinion expressed by R. D. Nibert of Bunkie, La., secretary of the Louisiana Division of the Jefferson Highway, while passing through New Orleans en route home from the sociability automobile run to Winnipeg.

JEFFERSON TO BE PAVED FIRST

**Rice County Will Issue Bonds to Qualify for \$200,000 Federal Road Aid—
Present Route is the Favorite—The Result of Recent Conferences**

— Build Roads Now — Build Roads Now — Build Roads Now —

(Courtesy of Northfield (Minn.) News).

Rice County will qualify for \$200,000 of the federal aid for good roads allotted to Minnesota as a result of a conference held in St. Paul with State Highway Commissioner Babcock. All five members of Rice County's board of commissioners were present, and at the conclusion of the conference they voted unanimously to qualify for the federal aid. To receive this money it will be necessary for the county to issue bonds for a like sum.

The money is to be expended on the trunk roads in the county designated in the Babcock state line system, and if the Babcock amendment carries at the election in November, 1920, the state takes over these trunk roads and the county will be reimbursed for the full amount of the bonds. The roads to be improved, especially the Jefferson Highway, will have to be paved soon anyway, with the volume of traffic increasing every year and making a gravel road impractical and expensive to maintain.

In allotting \$200,000 of the federal aid to Rice County, a sum much larger than given counties which are eager to get more, and stand ready to qualify for it, Mr. Babcock made it a condition that the Jefferson Highway between Faribault and Northfield must be paved first. As his reasons for this condition he emphasized the importance of this highway, not only to Rice County's most populous territory, but its importance to the state, citing the result of the highway commission's traffic census last year, which showed that the Jefferson Highway carried the largest volume of traffic of any trunk road in the state. The cost of paving this thirteen-mile section was estimated at \$300,000.

Paving the Jefferson Highway this year will also make it possible to divert more money from the county road and bridge fund to other roads in the county, so that the program agreed on will make a county-wide road improvement program which the whole county can get back of.

Previous to the action by the county commissioners assuring the federal aid for Rice County, a hearing was held on the route to be paved between Faribault and Northfield. A delegation of twenty citizens, most of whom were members of the committees named to represent the township of Bridgewater, the village of Dundas and the city of Northfield at a mass meeting held in Northfield, was present to advocate the paving of the Jefferson Highway along the present route.

As a result of the many arguments advanced and the advantages cited in favor of the pres-

ent route of the Jefferson Highway, it was evident that Commissioner Babcock and his chief engineer, Mr. Mullen, were practically convinced that it was the logical, practical and most economical route. But before making final recommendation to that effect to the board of county commissioners one of the department's engineers will make a trip of investigation and check up the information presented.

As an indication of the future increase in the volume of motor truck traffic, Commissioner Babcock and Mr. Mullen inquired particularly regarding the location of factories in relation to the route that would be paved, and were impressed by the information that at the Faribault end the canning factory, woolen mills and condensery were all either on or adjacent to the present route of the Jefferson Highway. They also manifested keen interest in the proposed cut-off which would eliminate the so-called "corkscrew" hill and effect a shortening of the road.

The road that the department proposes to construct will be of reinforced concrete, eighteen feet wide, with eight inches of concrete in the center and seven at the sides. It is estimated that the cost will be in the neighborhood of \$20,500 per mile for the surfacing.

Commissioner Babcock promised that he would have his engineers make a thorough investigation of both routes before May 8, at which time the county commissioners are to meet and adopt the resolution providing for the issuance of bonds to match the federal appropriation of \$200,000, which is available. It is expected that there will be a large attendance at the meeting, owing to the keen interest which has been stirred up in the paving question.

Commissioner Babcock stated that it had been estimated that it will cost \$300,000 to pave the road from Faribault to Northfield, and made it clear that the federal appropriation would have to be expended in paving the entire distance between the two cities this year.

Among the arguments advanced in favor of the present route of the Jefferson Highway were the following:

East road would have to be reconstructed from end to end, either from Faribault to Northfield or from Faribault to Dundas, depending on which route might be selected.

No gravel is available for the east route. Plenty of gravel along the Jefferson Highway.

Jefferson Highway has favorable transportation facilities for cement and other material, there being sidings at Dundas and Little Prairie.

Jefferson Highway is underlaid with gravel, providing drainage which is lacking on the clay ground of the east route.

New bridges would have to be built on east route, whereas they are practically all provided on the Jefferson Highway.

With heavy trucking a coming feature of the highway traffic, it means much expenditure of power if all the loads are to be lifted 225 feet to get out of Faribault, besides other sharp grades on other parts of the east route. On

present road all heavy grades are to be eliminated.

It is estimated that, with the distance over the two routes practically the same, the cost of construction on the east route would be from \$2,500 to \$3,000 per mile greater than over the already improved Jefferson Highway, and the difference, amounting to some \$30,000 or \$40,000, would mean that amount available for the improvement of other roads in the county, and getting them ready for paving.

— Build Roads Now — — Build Roads Now — — Build Roads Now —

OPPOSITION TO FEDERAL HIGHWAYS SYSTEM COLLAPSED

Questions Which Have Been Settled and Laid Away as Support for Plan have Gradually Strengthened

— Build Roads Now — — Build Roads Now — — Build Roads Now —

Washington, D. C.—“When President Wilson, July 11, 1916, approved the Federal Aid Road Act, and a consequent federal appropriation of \$85,000,000,” says President David Jameson of the American Automobile Association, “the long controversy over the constitutionality of federal highway appropriations, for all practical purposes, was settled. Congress again, in the closing days of the recent session, by another appropriation of \$209,000,000, emphasized the laying away of this question of constitutional powers. Its further discussion must, therefore, be classed as academic.

“When forty-eight states assented through their legislatures to the federal highway measure, they buried that further disturber known as ‘states rights,’ so far as it had any bearing upon federal participation in highway improvement. Any national highway act, the benefits of which may be had only when the state legislature assents to the federal measure successfully meets any contention that the federal government is invading the rights of the state.

“‘Pork barrel’ can only be applied to a federal highway measure when the federal funds are so expended as to produce inadequate or inequitable results. The building of an important highway in an appropriate manner through the medium of federal appropriations in these days of motor travel and transportation can never be termed as ‘pork barrel’ expenditure, for the benefits are so immediate and far-reaching as to be utterly inconsistent with what results from customary pork barrel outlays. It is necessary, therefore, merely to frame the federal measure to insure building the right roads and to build them right to remove any taint of ‘pork barrel.’

“‘Paternalism’ is a term loosely used, but if it is to be regarded as describing a policy fundamentally unsound, it must be used to mean the doing of those things by the federal government which the states and localities could do better for themselves. If under this definition a purely local highway is to be built,

the federal government would be paternalistic if it took upon itself this purely local duty. If, on the other hand, the federal government undertook to build a highway used by several counties or states and requiring a type of construction beyond the means of any single local unit, this federal action would not be paternalistic, but would be merely a recognition of a duty which had become national in character.

“Those who ‘view with alarm’ see in the building of a system of federal highways by the federal government an unlimited invitation to states and counties to make a raid on the national treasury and an indiscriminate scramble to have all highways included in the federal system. These alarmists also have visions of states and counties folding their arms, so to speak, and waiting for the federal government to build their highways.

“These alarmist views take no account of the fact that a national highway system would be based upon the fundamental premise that only main highways meeting a given standard of importance and limited to a given percentage of the total mileage would be included in the federal system. They overlook the fact that the federal measure could call upon the states to build an equivalent mileage of secondary roads to form an automatic check upon the demands for federal appropriations. They overlook the further fact that with a federal system probably not exceeding 2 per cent of the total mileage, the states in view of the enormous requirements of local traffic, could not adopt any policy of folding arms and waiting while they neglected the other 98 per cent.

“Except for the amusement of those who love to argue these questions of ‘constitutionality,’ ‘states rights,’ ‘pork barrel,’ and ‘paternalism’ they may be considered as laid on the shelf. The federal government is committed to appropriations for highways; the state governments are in accord with an active federal policy; the only question of real importance relates to the form in which the federal highway policy can most practically benefit the nation.”

IGNORANCE IS RESULT OF MUD ROADS

Rev. L. M. Birkhead of Kansas City Sees Better Highways as Remedy for Loneliness and Poverty and Poor Rural Schools

(From Kansas City Journal)

— Build Roads Now — Build Roads Now — Build Roads Now —

"THE country school can be saved only by good roads," said Rev. L. M. Birkhead, pastor of the All Souls Unitarian Church, in a sermon recently. "The attendance of schools located on bad roads is miserable. Ignorance always accompanies mud.

"The redemption of the rural life of America depends upon the building of good roads," said Mr. Birkhead. "To rid our country life of isolation, poverty, ignorance, and ill health, it is necessary to have more adequate means of communication.

"Life in most every aspect is a matter of intercommunication, for man is a social being, and anything that limits his opportunity to be sociable necessarily restricts his life. The loneliness and isolation of country life, due to bad roads, is likely the most serious hindrance to the proper development of the country people.

Good roads lie at the very basis of social institutions and associational life. Visiting and interchange of ideas, promotion of neighborliness and neighborhood plans, church attend-

ance, advancement of social organizations, interchange of courtesies, extension of fellowship, sports, amusements, clubs, all are fatally affected by highways.

"The country school can only be saved by good roads. The attendance of schools located on bad roads is miserable. Ignorance always accompanies mud. The consolidated school, which is the coming form of school organization in the country, depends upon improved roads. David F. Houston, secretary of agriculture, says, 'Nothing is worse for a community than a school set in bad roads.'

"The development and extension of rural mail delivery depends to a very great degree upon the improvement of roads. The church and religious life of rural communities can only be redeemed from its narrowness and sectarianism by the improvement of means of communication. The physical and moral health of country people is miserable because of bad roads.

"There is certainly need of a great awakening among the country and city people as to the

— Build Roads Now — Build Roads Now — Build Roads Now —



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value of improved highways. We depend chiefly upon the country life for strength and vigor of body and mind and moral character—the things that make the nation great. These qualities cannot be developed in the midst of mud. Dr. Waters said, 'You cannot build up good agriculture on poor roads.' A bad road is a sure index to the poverty and shiftlessness of the neighborhood. It seems to me that the difference between a good road and a bad road is the difference between an efficient civilization and a jungle.

"It has been more than fifty years since Charles Sumner declared that the two greatest forces for the advancement of civilization are the school master and good roads. We are just beginning to realize the significance of good roads for the intellectual, social and moral development of the people.

"It doesn't seem to me that there is any better service that the church can contribute to the uplift of the country people than giving itself freely to the improvement and maintenance of highways."

— Build Roads Now —

BITING THE HAND THAT FEEDS

What is a Good Policy in Private Business is Surely Sound for the Highway

— Build Roads Now —

WHEN one speaks of hogs these days, he talks of the new crowned king of beasts. But, at that, a price of \$1,000 would be considered almost reasonable for the right sow. Should that animal bring into the world the proper litter of pigs she would most certainly be considered a paying investment. But that would be only the starting point.

The investment would be a questionable one if all but one or two of the pigs were killed, or died, before becoming "of age." Well, out of the litter of ten, two were killed by automobile, three over-ate and three of the remaining five just turned up missing. True, they had not been properly cared for, but when the books were balanced there was a heavy red color on the figures.

Members of the Jefferson Highway Association have bought a real hog. The tourists are the little pigs. They follow the marked poles where they may lead, to good or bad roads. Bad roads disgust the tourists who soon spread the ill news. Soon the pigs begin to languish. The traveler overland stops spending \$1.25 an hour along the Highway, preferring to take a route over which he can ride without breaking springs

and axles, and spending money to be pulled out of bogs. He will not buy land along the Highway because he will not come that way and will not see that fine farm, so well protected from investors by bad roads. Show windows will no longer produce big returns, because they cannot reach the man who refuses to pay the wear and tear resultant upon inferior avenues of travel.

There is one section of the Jefferson Highway that is notorious throughout the state in which it is to be found, and is fast becoming notorious all over the country. A visitor to International Headquarters in St. Joseph the other day said that if he had to judge of the Jefferson Highway all over its 2,300 miles from the road between Muskogee and Wagoner, that he would religiously avoid the "Vacation Route of America." He knew that there were not many such spots, however.

To one on the outside it would seem that it was shortsightedness to the nth degree to allow such conditions to exist. Good business sense should be used in an investment in the Jefferson Highway franchise just the same as in farming or merchandising.

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KANSAS CITY'S DREAM

By J. Frank Smith

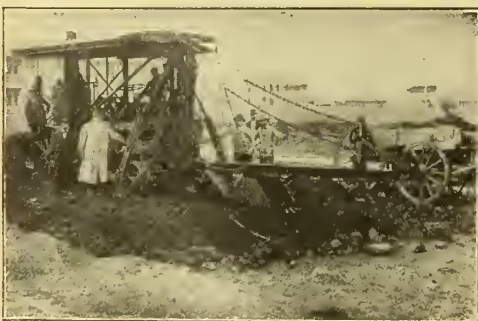
THE people of Greater Kansas City have been bending their energies and investing their funds in everything that would tend to make the city bigger and better and its population and business interests have been growing and expanding more rapidly than any other big city in America. While all this has been taking place within the city the people of the rural counties in Kansas and Missouri have been making efforts to route and mark and pave the highways that lead to this city. The business men here have neglected this one very important public improvement until a few weeks ago the good roads committees of the forty civic clubs of the city met and organized the Good Roads Association of Greater Kansas City. The purposes of this association are to centralize the good roads efforts and start a big campaign of co-operation with all of the counties within 100 miles and assist them in financing and building hard surfaced roads over all of the main routes coming to this city.

The Association has employed a manager and is endeavoring to perfect a strong organization that will afford the necessary moral and financial backing to make the movement a success from the start. Requests are coming to the manager almost daily for assistance and co-operation in starting or pushing campaigns for bond elections, or the preparation and circulation of road improvement petitions and all of the many other phrases of promoting hard surfaced roads. Effective aid has already been given to several counties. In a very short time the association will be in close touch with many of the counties.

There are now twenty organized highways marked into or out of Kansas City. Several new ones are coming. Within a radius of 100 miles there are 2,000 miles of these main roads and over 3,000 miles of important connecting county roads which make a complete system.

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The association has set as its goal the work of aiding the people in the sixty-five counties within the 100 mile circle to finance and build this entire system within five years. It is a big job, but it can and should be done.

There are now over 1,500,000 people within the circle. There are over 100,000 automobiles and trucks within the circle. These sixty-five counties will produce approximately \$500,000,000 in farm products and live stock this year. In due time a large part of all this will find its way to the Kansas City markets. With this system of roads paved a large part of it would be moved by trucks over the highways. The passenger traffic over the roads is now very heavy, but when the roads are paved it will be many times greater.

The tourist traffic alone is soon to be a big thing for Kansas City with their 20 marked highways leading to it. These routes are sure to be paved within a few years and while the improvements are in progress in Kansas and Missouri it will also be going on in all other states so that within a few years motor cars will be making tours from coast to coast at all times of the year and in large numbers.

The building of paved roads is comparatively new in Kansas and Missouri and there is much that may be done in assisting the people to do the very things they want to do to get these good roads at the earliest possible date. This is the service that the Good Roads Association of Greater Kansas City has undertaken to render to its friends and neighbors within a radius of 100 miles.

— Build Roads Now —

THE CAUSE

The driver of the car had been killed instantly in the accident.

The coroner summoned several witnesses, among them a man residing near the scene of the accident.

When interrogated the latter answered: "If I had to write that young fellow's epitaph I should say: "He died trying to get sixty miles out of a ten-mile road."—From Stray Stories.

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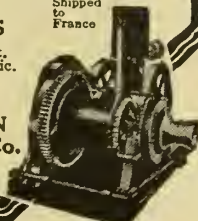
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First a little water, next a little stirring, then a hot griddle—

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Include a package of Aunt Jemima Pancake Flour in your order to the grocer tomorrow. Ask him for Aunt Jemima Buckwheat Flour, too—you will find it makes wonderful-tasting buckwheat cakes!

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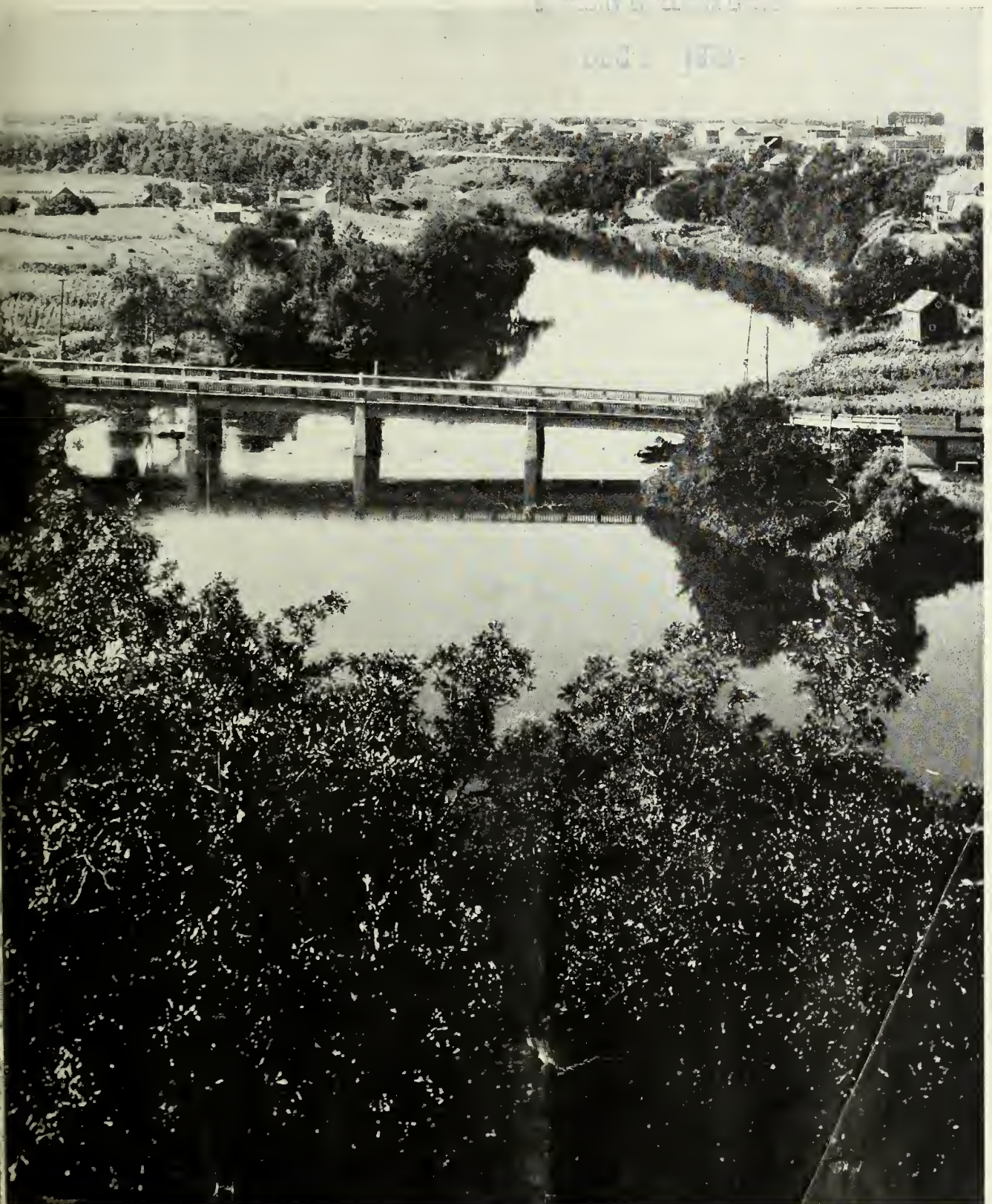
The Modern Highway

Published Monthly by

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JEFFERSON HIGHWAY ASSOCIATION

NOVEMBER, 1919

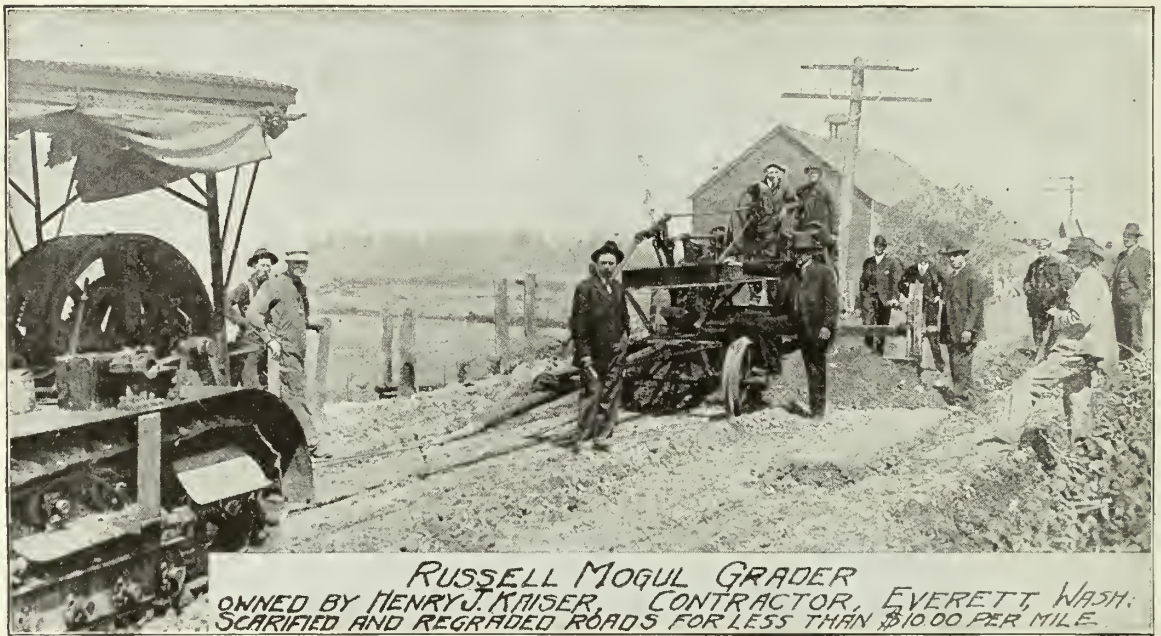


New Concrete Bridge for the Jefferson Highway at Red Lake Falls, Minn., across the Clearwater River.

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The Modern Highway

Volume IV.



Number 10

Formerly "Jefferson Highway Declaration"

NOVEMBER, 1919

Published Monthly by Jefferson Highway Association, St. Joseph, Mo.

"Entered as second-class matter, January 16, 1918, at the postoffice at St. Joseph, Mo., under the Act of March 3, 1879."



THE LOUISIANA STATE MEETING

To Be Held at Alexandria, Thursday, December 18, 1919, Planning for a Record Jefferson Highway Meeting

— Build Roads Now — Build Roads Now — Build Roads Now —

Last January the Jefferson Highway Neighbors of Louisiana held a record-breaking state meeting. This record stood until last October, when Minnesota took the lead with a state meeting described by Sparks, the official organ of the Minnesota State Automobile Association, as follows:

"In relation to the construction of the Jefferson Highway in Minnesota no more important meeting has ever been held than the annual meeting of the Minnesota division of the Association at Little Falls, October 9th. All but three of the counties on the Highway were largely represented, not only by delegates chosen by the County Jefferson Highway Clubs, but also by a large representation of County Commissioners."

By actual count there were twenty-five County Commissioners at the Little Falls meeting. The county in Minnesota is the same sub-division of the state as the parish is in Louisiana, and the County Commissioner functions the same as the police juror in Louisiana.

The actual score between the two state meetings stands as follows:

—In attendance of delegates Minnesota lead by three (3) per cent.

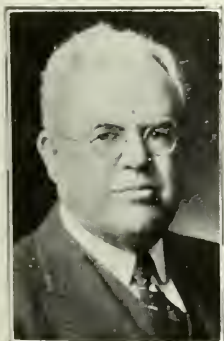
—In parishes represented Louisiana lead by three (3) per cent, but

—In county officials in attendance Minnesota lead by twenty-five (25) per cent.

It will thus be seen that notwithstanding Louisiana set a hot pace Minnesota was under the string first. In order to take the lead from Minnesota, Louisiana will have to have delegates from all but one of her parishes, a total attendance of more than ninety, and have present thirty police jury members. Can it be done? That they are going to make the attempt may be judged by the program which has been arranged.

Gov. R. G. Pleasant, on the trip north in July, recalled the historical fact that the five states of Oklahoma, Kansas, Missouri, Iowa and Minnesota were all carved out of Louisiana. The political control of this territory is gone, probably forever, but that the mother state is ambitious to recover some, at least, of the social, industrial and commercial control may be inferred by the subject Governor Pleasant will treat at the state meeting, viz:

—LOUISIANA'S LOST PROVINCES—
OUR OPPORTUNITY TO REGAIN THEM.



Sen. T. L. Dowling
Gloster, La.
Vice-President



Hon. J. W. Duncan
Colfax, La.
Director



Dr. H. S. Joseph
Melville, La.
Director



C. M. Weeks
Garyville, La.
Director



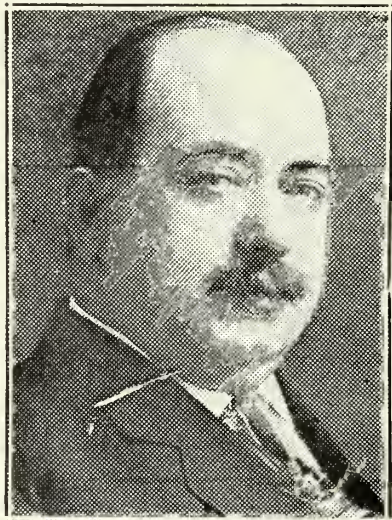
R. G. PLEASANT
Governor of
Louisiana

I will accept the invitation to attend the state meeting of the Jefferson Highway at Alexandria, December 18th, and address the delegates as requested.

Yours truly,
(Signed) R. G. PLEASANT,
Governor.

Owing to the fact that New Orleans has reached her pre-eminence, in some degree, because of being a great seaport, enjoying a large export and import trade, a few up state people may have entertained only a detached interest in her efforts to serve the rest of the state. That a feeling of ownership should prevail will be shown by Mayor Martin Behrman in treating the subject:

—NEW ORLEANS IS YOUR CITY AND THE JEFFERSON HIGHWAY IS YOUR ABSTRACT OF TITLE TO IT.



MAYOR
MARTIN BEHR-
MAN
New Orleans

My Dear Nibert: I thank you for the courtesy of your invitation to address the second annual convention of the Louisiana-Jefferson Highway Association, to be held in Alexandria, Louisiana, December 18th. I accept the invitation.

Very truly yours,
(Signed) MARTIN BEHRMAN,
MAYOR.

Mayor John McW. Ford, who made a host of friends on his trip North, in treating the subject:

—SHREVEPORT, THE GATEWAY TO LOUISIANA FOR BENEFITS FLOWING DOWN THE JEFFERSON HIGHWAY;

will probably prove before he gets through that "gateway" is only a figure of speech—that in reality there is only a big gap in the fence which cannot impede progress in either direction.



MAYOR FORD, Shreveport

My Dear Nibert: Of course you can count on me in any way that will aid the upbuilding of Louisiana-Jefferson Highway Association. As per promise I will be in Alexandria on December 18, and if you think that the bunch can stand for ten of fifteen minutes of my talk I will be very glad to use the time.

Keep the good work up and your name will live always.

Truly your friend,
(Signed) J. McW. FORD,
Mayor.

Hon. Duncan Buie, State Highway Commissioner, who made the trip to Winnipeg, and who is extremely practical, will give the state meeting the benefit of his observations in treating the subject:

—BUILDING THE ROAD ON THE GROUND OR GETTING THINGS DONE.

My Dear Nibert:

Dear Nibert: You may use me in any manner you see fit in an effort to promote good roads.

(Signed) DUNCAN BUIE.

Dear Nibert: I intend to be in Alexandria on December 18th to attend the state meeting of the Jefferson Highway Association, and in that event I will be very glad to discuss before the meeting "Why I Went to Europe Instead of to Winnipeg."

Yours very truly,
(Signed) WALTER PARKER.

General Manager New Orleans Association of Commerce.



Scene on the Jefferson Highway Near Colfax, Louisiana,
Sent in by Mr. John Randolph

A movement was started some time ago to adorn the Highway by planting palm trees, but this seems to be an improvement on that suggestion.

A DINNER AT STAKE

To add spice to the state meeting the little city of Bunkie, which is always on its toes, says:

"If any of the seventeen parish clubs are feeling 'cocky' and think they can show a bigger delegation at the convention than Bunkie, and are willing to back it up with the price of a dinner to be consumed by the winner and paid for by the loser, they are 'on.' The same goes for a box of candy on the lady end of the delegation. Don't all speak at once."

The ladies—that is the winning entry—Minnesota forgot her ladies, and it will be enough candy to go around, too.

Inasmuch as Bunkie is only 36.4 miles from Alexandria some other parishes may feel that they are too greatly handicapped by distance to be able to eat that dinner at the expense of Bunkie, but there need be no fear on that score, for the decision will be on the number attending and the miles traveled.

For instance, if Bunkie sends a delegation of twenty they will travel a total of 728 miles. It will take a delegation of twenty-seven from Colfax to beat her, but a delegation of eleven from Natchitoches or one of six from Mansfield or five from Shreveport will beat her.

It is evident that Bunkie feels pretty sure of winning, but if Winnifield ever gets after her Bunkie will have to whip up some to get in ahead.

OTHERS TO BE THERE

Louisiana is facing the need of and must have revised highway legislation. Several organizations in the state, as well as many prominent individuals, are giving considerable thought to this work. An effort is being made to bring all of these interested parties together for a conference in Alexandria during the convention. If this move is successful the conference will probably be held immediately after the convention adjourns.

R. D. NIBERT, HOST

From present indications the convention at Alexandria will be also a "reunion" of the Winnipeg "trippers." The secretary for Louisiana claims the privilege of being host to this party at luncheon at Hotel Bentley, December 12, 12:30, noon.

PARISH CLUB SECRETARIES

It is the desire of the state secretary that those who are to act as parish club secretaries for 1920 be a member of their respective delegation to the convention. There are many important matters that should be thoroughly discussed by club secretaries. Every club is requested to send its 1920 secretary.

LOUISIANA MARKS

LOUISIANA is not as well equipped with telegraph and telephone poles as some of the other states through which the J. H. extends. For this reason special posts have to be provided. The above picture shows one of five hundred provided for that state. This happens to be set at a danger point and carries the danger signal D. At turns they will carry the R. (right), and L. (left), and at railroad crossings they will carry the X.

To R. D. Nibert of Bunkie, secretary of the J. H. for Louisiana, must be given full credit for the markings in that state. He it was who secured the cypress posts at a 25 per cent discount from the Louisiana Red Cypress Company, had them shipped to Bunkie and piled there in open form for seasoning for six months. He it was who prevailed upon the American Paint Works to supply \$150.00 worth of their best paint for use in marking the posts, and as it will be seen by the letter following he it was who, by taking his own truck, his own Ford and his own time saw that the marks were properly placed.

He seems to have secured some compensation from the appearance of the job. It is to be hoped the Louisiana people who benefit by his work will not be too diffident about letting him know how the work appeals to them. As a slight incentive along these lines it might be mentioned that only half the state is marked yet.

To have hired it done would have cost at least three times the amount, which seemed "scarry" to him.

Mr. Clarkson:

Road marking and the cost—putting the marks on 200 miles of road, including some nine towns, was a greater task than we imagined. This marking included setting, painting and trimming forty-nine of our special cypress posts, and all of the job took me some six days with a helper—two Sundays and Monday, Tuesday and Wednesday, on the DeSoto end, but I'm highly gratified. The J. H. is now the first and only road in Louisiana having marks. My going over the road helped me and the association, too, I think, and I'm much pleased at the appearance of the posts. My good man, I never marked harder in my life and I have done *some*. What I would like to know is what became of all the dollars I used. Also what it would have cost to hire a man for the same work.

Naturally I do not figure anything for my own time—and no charge is made for my truck for one day nor for a Ford car six or seven days.

If these figures don't look scary to you and will not make it embarrassing when you ask Capt. Combs to "pay off" you can remit—\$128.80.

(Signed)

R. D. NIBERT.



A Louisiana Marker



WALTER PARKER
New Orleans



H. G. McCALL
New Orleans, La.
Director



R. D. NIBERT
Bunkie, La., State Sec.



L. C. GLENNY
New Orleans, La.
Director

SPEAKING PROGRAM AT LOUISIANA STATE MEETING OF JEFFERSON HIGHWAY

MAYOR MARTIN BERHMAN—

"New Orleans is Your Town and the Jefferson Highway is Your Abstract of Title to It."

GOVERNOR R. G. PLEASANT—

"Louisiana's Lost Provinces; Our Opportunity to Regain Them."

MAYOR JOHN McW. FORD—

"Shreveport, the Gateway to Louisiana for Benefits Flowing Down the Jefferson Highway."

WALTER PARKER—

"Why I Went to Europe Instead of to Winnipeg."

HON. DUNCAN BUIE—

"Building the Road on the Ground or Getting Things Done."

HOW BIG IS VERNDALE?

IT is said that a woman is as old as she looks and that a man is as old as he feels. What is the rule for judging the size of a town?

After the Jefferson Highway General Manager visited Verndale the adjoining advertisement appeared in the Verndale Sun, and also the following editorial:

GOOD ROADS

GOOD ROADS is good advertising, and advertising that pays back the money with big interest. We spend a lot of money foolishly, now don't we? You know it. Our people have been very negligent in the matter of roads, criminally negligent. Good roads are a saving to everybody using them. We throw away millions of dollars annually, in this country, in wear and tear on horses, wagons and automobiles that can be saved. The loss is in the extra cost of traveling on poor roads—rubber, gasoline, breakage, time, "cuss-words."

The Jefferson Highway is the best paying investment we have ever made. Let us keep up the good work. Any man is silly, in our opinion, not to enthuse over so vital a matter as this transcontinental highway.

Don't play the "sneak" because you know the other fellow will do it. Get in the game. Our franchise must be renewed. Hand in your check for \$6.00, payable to "The Jefferson Highway Association," and agree to pay the small sum of \$5.00 per year for four years and help renew our franchise for five years more. The only way to hold the Jefferson Highway is to support it. The first thing is to make sure of the Big Road and later the "feeders" leading into the farming section will receive attention. We are just getting started. Don't go to sleep on the proposition. You can't get something for nothing. Our allotment is very low. Come in and let us explain it to you. It is to your interest as well as ours. When you help the Jefferson Highway you help yourself. Good Roads save time and money and annihilate distance. Good roads make for sociability and friendships. Good roads make us good natured. Good roads add to the value of your farm and to your city property. Good roads mean more prosperity, and that is what you want, is it not? Well, then, don't be a "piker," but come in and contribute your share. Be a "booster." We are just learning that good roads is the best and cheapest publicity we can buy. We ought to "wake up" on this question of good roads. You remember the landlord who put up a sign, "Open Day and Night." The druggist on the opposite corner followed suit with this: "We Never Sleep." Then the Chinaman on another corner scratched his head and blossomed out with one on his laundry, "Me Wakey, Too."

Let everybody put up a sign on this good roads proposition—"ME WAKEY, TOO."

FIRST NATIONAL BANK,
Verndale, Minnesota

FARMERS WANT HIGHWAY

"The Jefferson Highway solicitors obtained forty-two five-year memberships and fifty-three three-year subscriptions to the Jefferson Highway Association and magazine. This is way above Verndale's allotment, and the above number were secured in a short time. There is no telling how many they would have gotten if they had worked longer. The farmers along the road show much enthusiasm and want the road to remain where it is, regardless of cost."

After reading both of them guess the size of Verndale. Or will it be necessary to guess? Is there not a certain rule for computing the size of a town?

No, it cannot be done by looking up its bank resources or its population or its area. We did that and missed it by 140 per cent.

Some towns, like some individuals, shrink amazingly when responsibilities are to be shared and expand wonderfully when benefits are to be allotted. Verndale is just the opposite.

When told what her allotment of membership in the Jefferson Highway and subscription to The Modern Highway were, it was at once proposed to double the count. When the returns were in the score stood 140 per cent "over the top."

How big is Verndale?

When he sent in the returns L. D. Frazier, cashier of the First National Bank, who was chairman of the committee, wrote:

"We trust the work of our committee meets with your approval."

"The farmers along the Highway are very much interested and very glad to take memberships and we obtained their subscriptions practically without exception."

Approaching the town the traveler will see a big sign which reads:

VERNDALE
the town of the
BIG POTATO

It is claimed that the potato is 99 per cent moisture. Verndale is 99 per cent grit.

How big is Verndale?



A belated picture of the people taking part in the Jefferson Highway Ru fr

SMALL COUNTY BUILDS BIG BRIDGE

Permanent Concrete Ornamental Structure at Red Lake Falls, Minnesota, is a Beautiful and Practical Link of the Jefferson

By George W. Christie, Editor Red Lake Falls Gazette.

THERE are doubtless many people in the United States who are not yet aware that northern Minnesota has anything more than wilderness and Indians, that it has a well-settled, productive farming country, whose superior does not exist, the Red River valley. This part of the gopher state has the spirit of progress, and it is nowhere more indicated than in the character of the roads and highways now being built.

The front cover photograph of the Jefferson national highways, including the Jefferson Highway, and this trail association has done much to foster the spirit of rivalry among the counties of the valley to see which could build the best roads.

Red Lake County, Minnesota, is a small county, having only 432 square miles and approximately 8,000 people, but it was not to be outdone by any of the counties of the valley in the character of its roads, and it has a state road mileage of 108, much of which is graded and graveled. The county will have forty-one miles of hard surfaced road under the Babcock state trunk highway plan, which is to come up before the voters of Minnesota for approval next year.

The accompanying photograph of the Jefferson Highway concrete bridge across the Clearwater river, in the city of Red Lake Falls, the county seat of Red Lake County, illustrates the character of the improvements



New Orleans to Winnipeg. Taken in front of the Fort Garry Hotel in Winnipeg.

this small county is making. The structure has just recently been completed and represents a cost of \$29,900, of which amount the county has paid \$27,900, and the city the difference. Plans were prepared by the highway department of the State of Minnesota. The work was supervised by County Highway Engineer Oswald Lind.

WORK was started the first part of August, 1918, and the bridge was ready for traffic Christmas day, though the railings had not been erected at that time, because of the cold weather, which made it advisable to postpone this detail of the work until spring.

The bridge is 262 feet long and has a 24-foot roadway and a 5-foot sidewalk. Between the roadway and the sidewalk is an iron pipe railing 1½ feet high, set in a concrete base 2½ feet high. Experience has proven that the roadway is of sufficient width for two loads of hay to pass with ease upon it. The structure was built on a gradient of 2 per cent to lessen

the grade of the approach on the east side, back of which rises a sharp hill. The roadway is covered with a 4-inch layer of gravel, though within a year it is likely that it will be paved with creosoted wood blocks if the plans of County Highway Engineer Lind are carried out.

Six 100-watt Tungsten electric lights mounted on ornamental concrete posts light the bridge at night. The posts are of simple design and are in keeping with the design of the bridge and railing.

Besides forming an important link in the Jefferson Highway this bridge connects the north and south sides of the city, and the route is a mile shorter than any other route between the two sides, so it gets practically all the local traffic.

Red Lake Falls residents have good reason to be proud of their bridge, and tourists who have been over the route from New Orleans to Winnipeg state that there isn't a better built one in the entire 2,312 miles of the distance.

THE MODERN HIGHWAY

Published Monthly by
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J. D. CLARKSON
Editor

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Volume

NOVEMBER, 1919

Number 10



Dr. F. W. Hawley, president of Park College, Parkville, Missouri writes:

I have just returned from a trip to the North, passing over the Jefferson Highway as far as Albert Lea, Minn. It is one of the very best marked trails I ran across during my 1,600 miles of travel in the car. I can't say so much for the road bed all the way, but it was fairly good.

— Build Roads Now —

Mr. Walt. W. Slocum of Massena, Iowa, writes:

Gentlemen—I will esteem it a favor if you will supply me with literature relative to the Jefferson Highway. We hope to take a trip, and from past experiences we have found the Jefferson the best road to follow.

— Build Roads Now —

M. D. Lawrence of Hallock, Minn., with family and friends on their way to Los Angeles, Cal., following the J. H. marks, stopped in St. Joseph, Mo., over night November 13th, and called at headquarters.

They had camped out mostly, but Jack Frost's advance guard had forced them into hotels the last two nights. After leaving St. Joseph they intended speeding south till they got ahead of the cold weather and then take it more leisurely through Oklahoma, Texas, New Mexico and Arizona camping at night.



MOTLEY CONSOLIDATED SCHOOLS

MOTLEY Consolidated School was organized three years ago and the present district is a union of four separate common school districts. It is organized as an independent district, and comprises thirty-four and one quarter square miles. About three and one-quarter sections are under process of being added to this.

Two years ago the new building was erected, which is now worth \$65,000, besides over \$8,500 worth of equipment installed in it. The building is thoroughly modern, equipped with electric and gas lights, steam heated, ventilated by fan equipped with air washer and humidifier, sewer, flush toilets, bubbling drinking fountains, and shower baths.

In the basement are the gymnasium, sewing, kitchen and dining rooms. A high-class motion picture machine is to be installed soon. The most modern equipment is being added for all the departments of work in the school. Quarters are to be completed in future for an agricultural department.

The present enrollment of the school is 225. The high school enrollment is upwards of fifty, having increased from twenty two years ago.

A rapid increase is promised during the next few years. Two students have graduated from a full high school course, and from now on the number of graduates will increase year by year.

A library of at present nearly 1,000 volumes is being enlarged yearly.

Eight van routes bring over one hundred pupils from all parts of the district. Noon lunch is served in the school dining room from October to May. During the school year of 1918-19 the transportation of pupils cost \$4,716.

MOTLEY is ten miles from the Highway in in Morrison County, Minn. But what is ten miles in the flood of benefits flowing from the great Jefferson Highway enterprise.

As may be seen from the above illustration Motley enjoys school privileges of which many towns twenty times its population might well be proud.

Motley has many advantages, in addition to its good school facilities, to attract the tourist, the investor and the home seeker. Mention will be made of these from time to time in this magazine.

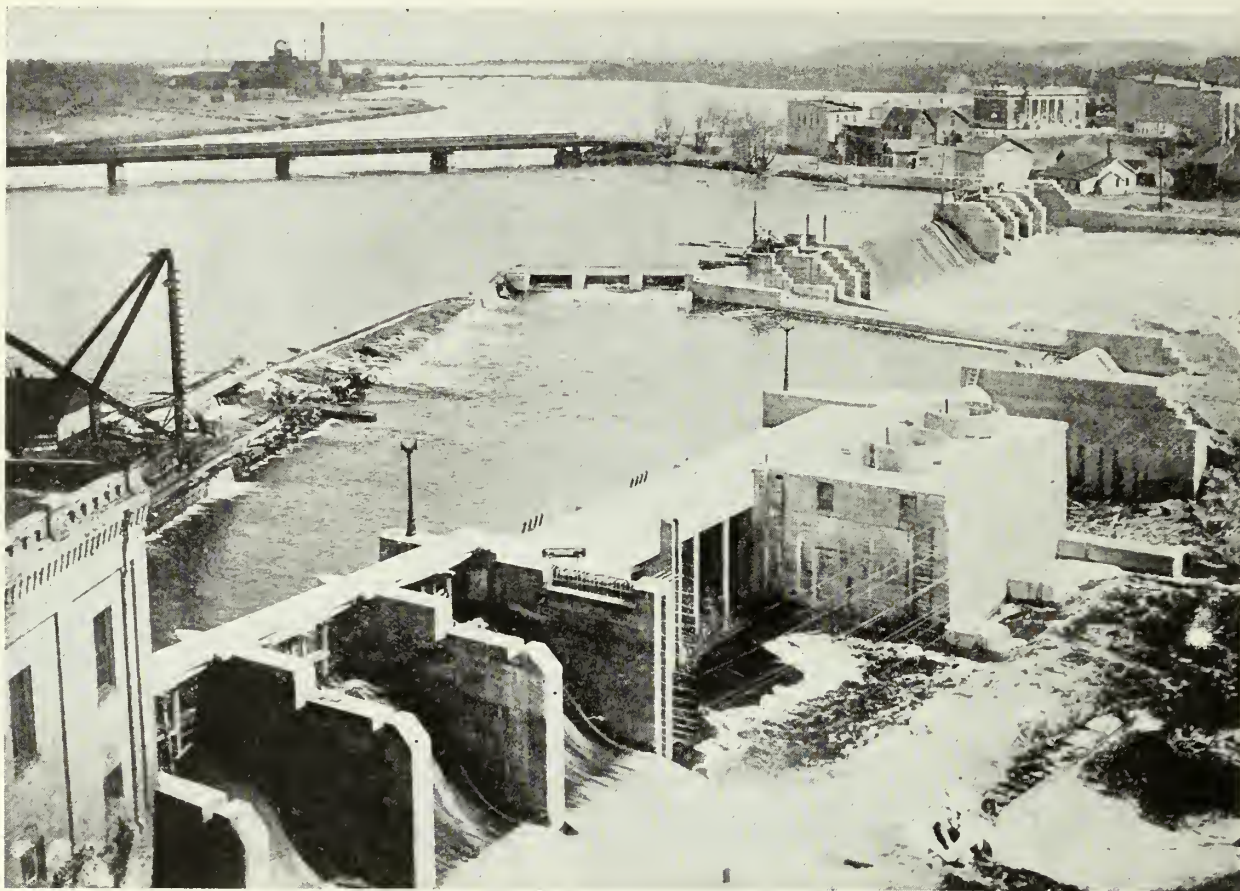
GRADER PLANT BRANCHES OUT

A One-Story, \$35,000 Building to Be Erected in North Kansas City

The Russell Grader Manufacturing Company has purchased 150 feet of ground on Charlotte street in North Kansas City, to be used as the site of a branch plant, according to an announcement made yesterday. Work on a one-story building, to cost \$35,000, will begin at once. The plant here will be used for the manufacturing of steel culverts, and also as a distributing center for the main office of the concern in Minneapolis. A stock of \$100,000 in road grading machinery will be carried here.

Hearing about the Russell Grader Company is like getting a letter from home.

Its advertisement has occupied the second page of this magazine for three years. It was the president of this company, E. E. Ellertson, who provided our medals of merit for keeping up the Highway. Its product is seen all along the Highway from the pine to the palm, and now it is starting in to line the Highway with branch houses.



Water Power developed in the Mississippi River at Little Falls, Minn. The J. H. crosses the bridge at mid distance.

PRESERVING HISTORIC SITES

Erection of Monument Where Pike Spent a Winter in 1805 is First Step in Movement to Develop the Natural Beauty Spots in Minnesota

— Build Roads Now — — — Build Roads Now — — — Build Roads Now — — —

LITTLE FALLS' greatest assets are the agricultural country in Morrison County, the water power and progressive citizens. And the greatest of these is—progressive citizens. Without the last no community will prosper. There are many developed and undeveloped advantages held by this Minnesota community over many other towns on the Jefferson Highway.

It is due to the progressive citizens that plans are operating to utilize unnumbered possibilities of growth in many directions. When one mentions the names of J. K. Martin and R. B. Millard, Jefferson Highway Neighbors know that there are at least two reasons why Little Falls is pushing forward. One might name many others who are leading the way. There is M. M. Williams, a resident of Little Falls for thirty years, who built the first power dam and then formed subsidiary industries to make the initial investment better. Although he lives on a farm near Little Falls, his interests are so diversified and numerous that it is difficult to classify him. There is ex-Senator M. N. Young, who boasts that he is now going to see his sixty-fourth Minnesota winter. If there is doubt about the supremacy of the gopher state over all others under the Stars and Stripes an interview with this "young old

man" moves the listener to almost join the senator in his pity, for everyone who has been so unfortunate as to spend any part of his life anywhere but among the blue lakes, the fertile fields and mineral wealth of the great Minnesota out-of-doors.

Early in the fall of 1919, with W. E. Olson, hustling secretary of a live Board of Commerce, several of the "progressives" made a trip to the point where Lieutenant Zebulon Pike spent a winter, more than a century ago. They found an ancient fireplace by digging away some of the earth. This fireplace was the one used by Pike and his men during the early part of the nineteenth century. Even some of the ashes were uncovered, and among the other debris was an old broken clay pipe. It has been sent to the State Historical Society to be preserved as a relic of the expedition.

Lieutenant Pike and party, sent out by the government to draw up a pact with the Chipeways, were caught in a severe storm at the place known as Pike Rapids, about five miles below Little Falls, on the Mississippi River. They remained during the winter. A block house and other works necessary to a frontier fort were constructed, authentic historians tell us. It is said that from this point of vantage ten men in the fort could hold 400 Indians at bay.

ON Saturday, September 27th, 1919, a monument of original design was dedicated upon the exact site of the old fireplace that was a part of the block house. In fact, the hearthstone and the rocks which outlined the fireplace are arranged as they were originally set. Stones, blackened by flame and smoke, recently unearthed here, have been worked into a cairn, one side of which is the restored fireplace. Incorporated in the monument is a large boulder, which was set upon this place on October 22, 1902, just one hundred years after Pike is reported to have landed. Above this boulder, which forms the base to the rear of the fireplace, and facing in the opposite direction, is a bronze tablet, placed there upon the day of dedication by the Daughters of the American Revolution.

The surroundings are to be beautified and made into a tourist camp and picnic grounds. Scenic roadways lead through the native timber from the Jefferson Highway to the point overlooking Pike Rapids.

This is but one of the many spots that have historic significance and that are interesting to the travelers from distant states. There is the grave of Chief Hole-In-The Day, who was struck down by one of his tribe following the signing of a treaty on the spot where his body now lies. Some fifteen miles to the northeast is an interesting frontier stockade that was known in years past as Fort Ripley. All of these places are included in the general plan to exploit scenes of interest, and provide a reason for the thousands who pass over the Jefferson to tarry awhile.

The demand for a tourist camp is so great that plans are to be consummated for such a "haven of rest" in Pine Grove, near the Jefferson, and adjoining the city.

Only recently the preliminary organization of a Morrison County Memorial Association took place. A gateway park along the river, which will make the entrance a most beautiful one, is the manner of showing honor to the brave men who answered the call to arms in the great World War. The Jefferson Highway passes across the bridge that is the entrance to the proposed park, and no motorist through Little Falls will miss this.

LEADING to these potential assets is the "Vacation Route of America." It is counted one of the biggest assets of the community. It is due to the interest shown by the numerous visitors that come over it that Little Falls people were awakened to the value contained in these historic places. The plucky men who vigorously strove to secure the "Pine to Palm" are building for the future. They are not content to sit idly by and see others outstrip them in the race of Community against Community.

Without the "let's go" spirit of the progressive leaders of what value are the historic spots? The conservative rises up to ask what it matters if Morrison County is situated in the center of Minnesota and Little Falls in the center of Morrison County? Why should these folks think about the future, when they can raise cattle, wheat, corn, hogs, potatoes and a diversity of food crops? Haven't they land and

seasons that make crop failures a thing unknown? Dairying, sheep raising and bee-keeping ought to be valuable side-lines, hadn't they? Should one seek after industries when paper, flour and saw mills hum every day? Why should one worry when black and red granite, quarried from the same pit, is surpassed by no other?

Ambition spurs the leaders in Morrison County to the task of doing things to cause the community to continue to grow and prosper. They are "carrying on" by reaching out for additional assets and utilizing to the fullest those which are already in their possession, because they feel that it is not so much the material that Little Falls has, although the resources are unlimited, as it is the vision of the leaders who moulded the Little Falls of today, that will fashion the Little Falls of tomorrow.

They are convinced in Little Falls that in proportion as there is an active spirit of "progressive citizenship" will there be growth and expansion in the years to come.

— Build Roads Now —

FROM NORTHERNMOST COUNTY

Commissioners of Kittson Report Progress On "Pine to Palm" Projects

THE following letter was received by the state convention from the County Commissioners of Kittson County:

"The members of this board find that their individual affairs will prevent their attendance at the Little Falls meeting on the 9th instant. Notice of the meeting came to our notice too late to permit the necessary arrangements being made.

"This county has about fifty-five miles of Jefferson Highway. Of this nineteen miles have been so constructed as to provide a very reliable all-weather summer road. Thirteen miles more, now under construction, will be completed this fall. The remainder of the Jefferson Highway is all graded up, according to state specifications, and is an excellent road, except in wet weather. It should be hard surfaced.

"We are now contemplating improvement next spring of sixteen miles—Federal aid specifications. *We believe the Jefferson Highway Association has been, and is highly instrumental in arousing popular interest in permanent road work, and we sincerely regret our inability to be present at the Little Falls meeting.*

REYNARD ANDERSON,
THOS. COLEMAN,
A. HANSON,
C. A. YOUNGGREN,

County Board, Kittson County, Minn."

— Build Roads Now —

NEED A DOUBLE TRACK ROAD

A TRAVELER on the Jefferson Highway writes: "We had a very pleasant trip north. Found some good roads and mighty fine people. All seemed to be very enthusiastic J. H. boosters. I didn't dream there were as many tourists traveling over the Jefferson Highway until I saw them. There isn't just now and then a car load, but a steady procession. In one day we counted nineteen cars from California alone, besides all from other

states. What we need is a double track road, for it keeps one turning out of the road most of the time."

— Build Roads Now —

They were discussing the H. C. L. She—"Women's clothes are getting higher and higher."

He—"In price or altitude?"

— Build Roads Now —

GOOD SERVICE

It is not the size of the town that makes the paper, but the size of the paper that makes the town. A card was handed us, upon which appeared the following:

Some People Have to Be Cranked Every Day—Others Are Self Starters

Compliments of

Sauk Rapids Sentinel

SAUK RAPIDS, MINNESOTA

The Dominant Paper of Benton County
Commercial and Fancy Printing

On The Jefferson Highway

Nothing Pays Like Good Printing—and That's the Only Kind We Do

On the opposite side was a list of the Jefferson Highway towns in Minnesota with the intermediate mileage.

Later we saw a copy of the Sentinel. It was bright, clean and plump, with good local news and sensible editorial comment—just such a paper as one would expect from the above introduction.

TRAIL STATE BANK

Trail, Polk County, Minnesota

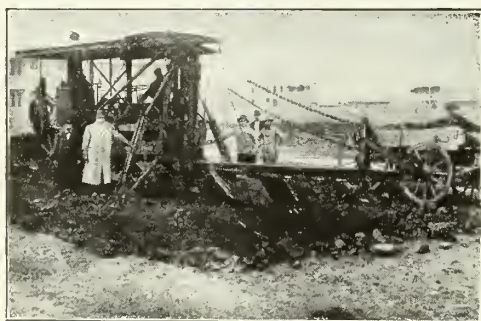
On the Jefferson Highway

6% PAID ON TIME DEPOSITS

RESOURCES OVER \$200,000.00

KEYSTONE 10-TON TRACTION SHOVEL

For Road Grading, Ditching, Back-filling, Etc.



Is light enough to cross culverts and small bridges safely; self-moving over steep and hilly roads; easily operated and low priced. Descriptive Bulletin on request. Handles three kinds scoops; Dipper for side hill excavation; Ditcher, for trenches, and Skimmer, here illustrated, for road grading. Economically lifts 6-inch cut, leaving finished surface, any desired slope within half circle 32 feet in diameter. Capacity 300 to 400 cubic yards per day.

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Beaver Falls, Pa. Joplin, Mo. Monadnock Bldg., Chicago

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Should be chosen with thought of its safety, comfort and character. These are always evidenced at the beautiful Saint Paul. It is fire-proof; every room has private bath; and the management aims at the high ideals that prevade your private home.

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Excellent restaurants serve the choicest food of the world



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In Saint Paul

Hotel Muehlebach

BALTIMORE AVENUE AND TWELFTH STREET
Kansas City, Mo.



500

New Fireproof Rooms
Rate from \$2.00

The House of
Utility-Service-Elegance

Operated By
Whitmore Hotel Co.
Under the Personal Direction of
S.J. Whitmore and Joseph Reichl

STATEMENT OF THE OWNERSHIP, MANAGEMENT, CIRCULATION, ETC., REQUIRED BY THE ACT OF CONGRESS OF AUGUST 24, 1912.

Of The Modern Highway, published monthly at St. Joseph, Mo., for October, 1919.

County of Ramsey, }
STATE OF MINNESOTA, } ss.

Before me, a Notary Public in and for the state and county aforesaid, personally appeared J. D. Clarkson, who, having been duly sworn according to law, deposes and says that he is the General Manager of The Modern Highway, and that the following is, to the best of his knowledge and belief, a true statement of the ownership, management, etc., of the aforesaid publication for the date shown in the above caption, required by the Act of August 24, 1912, embodied in section 443, Postal Laws and Regulations, to wit:

1. That the names and addresses of the publishers, editor, managing editor, and business managers are:

Publisher, Jefferson Highway Association, St. Joseph, Mo.

Editor, J. D. Clarkson, St. Joseph, Mo.

Managing Editor, J. D. Clarkson, St. Joseph, Mo.

Business Manager, J. D. Clarkson, St. Joseph, Mo.

2. That the owners are Jefferson Highway Association. No capital stock.

3. That the known bondholders, mortgagees, and other security holders owning or holding 1 per cent or more of total amount of bonds, mortgages, or other securities are none.

4. That the two paragraphs next above, giving the names of the owners, stockholders, and security holders, if any, contain not only the list of stockholders and security holders as they appear upon the books of the company, but also, in cases where the stockholders or security holders appears upon the books of the company as trustee or in any other fiduciary relation, the name of the person or corporation for whom such trustee is acting is given; also that the said two paragraphs contain statements embracing affiant's full knowledge and belief as to the circumstances and conditions under which stockholders and security holders who do not appear upon the books of the company as trustees, hold stock and securities in a capacity other than that of a bona fide owner; and this affiant has no reason to believe that any other person, association, or corporation has any interest, direct or indirect, in the said stock, bonds, or other securities than as so stated by him.

J. D. CLARKSON,
General Manager.

Sworn to and subscribed before me this 29th day of September, 1919.

(Seal)

JENNETTE I. DAILY.

My commission expires March 6th, 1920.

H. Welch & Son GARAGE

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is complete.

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Stanberry, Missouri

Rates \$2.50

American Plan

WABASH HOTEL

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Stanberry

Missouri

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Grouters,
Hoists,
Pumps,



Building
Mixers,
Backfillers,
Elevators

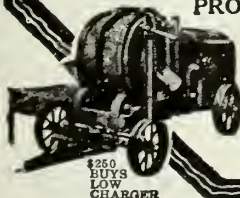
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Complete stock carried in
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EUROPEAN PLAN, PRIVATE DINING ROOMS

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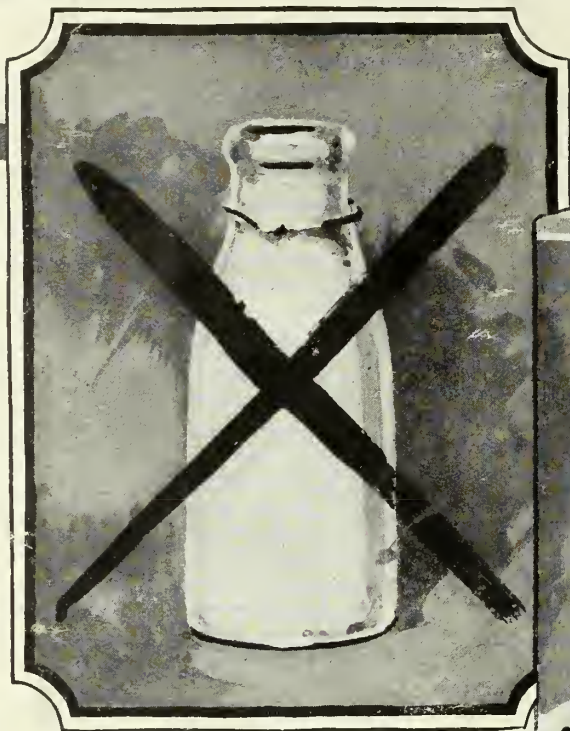
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150 With Bath

The Shreveport Hotel Co.

C. H. JENNINGS, Mgr.

SHREVEPORT, LOUISIANA



*You save a bottle
on every package*

"I'se in town, Honey!"



Reg. U. S. Pat. Off.

Sweet milk ready mixed in it —so rich it needs no eggs

First a little water, next a little stirring, then a hot griddle—

And in two minutes you have a big, inviting plate of golden-brown pancakes on the table! Pancakes light and fluffy, rich and tender—the best you've ever tasted.

That's the quick and easy Aunt Jemima way! The flour is *complete*—everything's in it, including even the milk. And it's so rich it needs no eggs.

Include a package of Aunt Jemima Pancake Flour in your order to the grocer tomorrow. Ask him for Aunt Jemima Buckwheat Flour, too—you will find it makes wonderful-tasting buckwheat cakes!

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JF

The Modern Highway

Published Monthly by

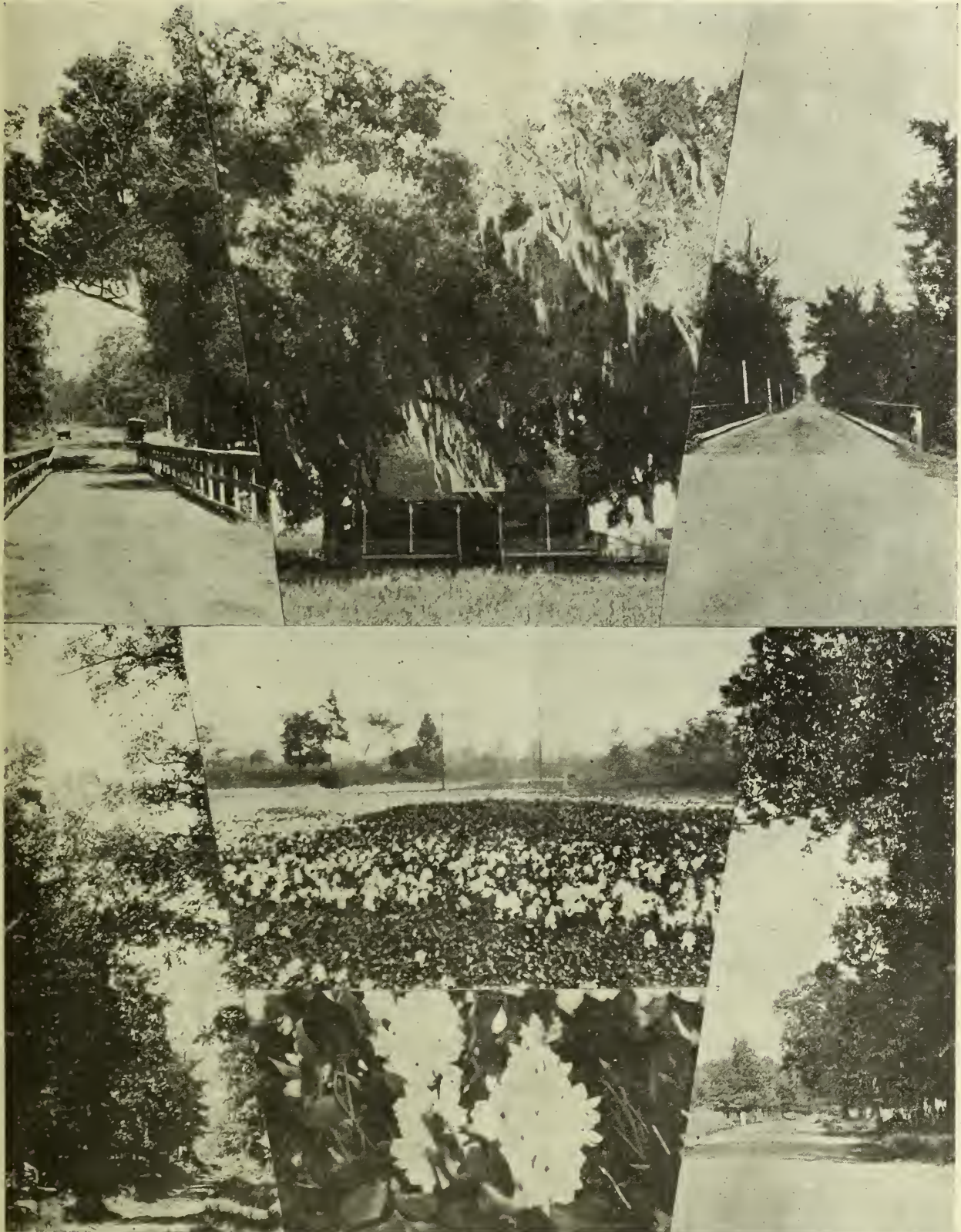
\$1.00 Three Years

JEFFERSON HIGHWAY ASSOCIATION

DECEMBER, 1919

UNIVERSITY

1920



Some Beauty Spots on the Jefferson and Evangeline Highways in Louisiana and a peep at the roads that lead to them.
Live Oaks with Spanish Moss--a Lagoon of Water Hyacinths.

Russell

Earth Handling Machines

are handling more dirt and keeping more roads in order than ever before; 1919 is our banner year, so far.



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From 500 lbs. to 7300 lbs.—5 ft. to 12 ft. Blades

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The Russell Hi-Way Patrol (2 horse, one man,
weight 1050 lbs.)

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weight 2400 lbs.)

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MINNEAPOLIS—CHICAGO—MEMPHIS—DALLAS

Representatives in all Principal Cities

The Modern Highway

Volume IV.



Number 11

Formerly "Jefferson Highway Declaration"

DECEMBER, 1919

Published Monthly by Jefferson Highway Association, St. Joseph, Mo.

"Entered as second-class matter, January 16, 1918, at the postoffice at St. Joseph, Mo., under the Act of March 3, 1879."



PARK COLLEGE

A Unique, Useful and Deserving Institution

Build Roads Now — Build Roads Now — Build Roads Now

By J. E. Congdon.

When the proposed Jefferson Highway is completed through Platte County, Missouri, it will border for a considerable distance the property of an educational institution that is different from other colleges. Touching the ends of the earth through the diverse nationalities of the student body, the college at the same time has a vital relationship with the interests of the rural community through which the Jefferson Highway passes, because of the farms, orchards, dairy and other agricultural enterprises in which its students are employed. The road between Kansas City and Parkville, Missouri, in which community Park College is located, is the highway of many touring parties who visit this college. Many truck loads of cattle, hogs and other agricultural products are daily hauled from the college and other Platte County farms to Kansas City.

Applications have come to the college from many sources to provide for summer educational conferences which have not been inaugurated up to this time, because the road between Kansas City and Parkville is not in good condition during wet weather. When the Jefferson Highway is completed from Kansas City through Platte County by way of Parkville it is very likely that this wonderful college will maintain each year some of the most notable summer conferences to be held in the West.

The college itself is a most remarkable institution. It is very interesting to observe the student body as they listen to visiting speakers begin their addresses with the familiar phrase, "Park College is a unique institution." This formula has been used so often as the introduction to addresses that a speaker is marked as a rare exception who does not impart this information. Yet there is perhaps no other set of words that could carry the emphasis quite so well.

Park College is different. No other college is just like it. Others teach similar courses of study and approach some of its methods, but in the processes by which its students obtain

their education and the methods through which the college has been able to obtain its support there is no parallel in the school world.

Park College is different in that all students are required to work in manual labor for from three to four hours daily. The girls do the housework, care for the dining halls, prepare the meals, work in the office, in the canning factory, the orchard and as assistant teachers. The boys are employed in the engine and boiler rooms of the light and water plant, a modern plant costing \$60,000, which supplies electricity for the village of Parkville as well as for the twenty-five buildings on the campus. The firemen and engineers for the waterworks system of Parkville, also college owned, are students, and the boys work as janitors in the various college buildings, in the dairy, the printing office, the planing mill and on the farms. Under the supervision of competent "bosses" carpenter work, plumbing, painting, construction and repair work on the new and old buildings is performed by the students, beside the many miscellaneous tasks made necessary in the operation of the college and its 1,300 acres of farm land.

There are many colleges where some opportunity for employment is offered, but Park College is maintained for those who can only secure an education as the result of their own effort. President Hawley has often said in his public addresses, "If a prospective student were to come and offer a thousand dollars for the privilege of staying on the campus and entering the college on condition that he be exempted from work his application would be refused; only those are accepted who come because they want to help themselves by working for their education."

Brain and brawn go together at Park College. While it is not an industrial school and does not attempt to teach trades, all of the departments are under the supervision of trained superintendents and the students do actually learn many of the more valuable lessons which



The course of the Jefferson Highway through Albert Lea, the metropolis of Southern Minnesota.

fit them for future life in the performance of the family duties. The atmosphere in which this service is rendered by the students is that of a family. All are members of the Park College family, and all work together for the common welfare.

Park College is different in the fact that in the forty-three years of its history no student has ever been refused an opportunity to complete his course because he had no money. The arrangement which makes this possible is as follows: Applicants are asked to pay \$125 and work three hours a day. If a favorable record is made in the class room after the first year a scholarship will very likely be given, which reduces this payment to \$75 a year. If, however, the student on entering cannot pay \$125 a year he will be accepted on such payment as he can make, and given the opportunity of working at a regular rate of pay during summer vacation until sufficient has been earned to pay that which was lacking on entering the school. It is interesting to note that in the treasurer's report for last year the average amount paid by the 430 students enrolled for tuition, room and board was \$55.

For the great mass of families in America with an income of \$1,500 or less, and where there are several children, some sort of self help is the only method by which their educational problem can be solved. The terrible hopelessness on the part of the boys and girls in the average American home toward the securing of an education is not commonly realized. Out of every 100 boys entering grammar school only five enter high school, and of these only one ultimately graduates from college. It has been quite generally supposed that indifference to an education on the part of the boys and girls led them to leave school. This is not true. The reason is a financial one common to the average family, and this is shown by the fact that of the boys who leave school before their grade work is completed four-fifths enter shops and factories. It is not a question with the average families to whether they can af-

ford to educate their children in college or not, but whether the family, as it grows larger, the children older and its expenses increase, can spare the earnings of the older children from the family budget. Self help is the only hope for these thousands. Park College is helping more than 400 boys and girls every year to solve this problem. That they are eminently capable of holding their own with young men and women who are paying large sums for their education is indicated by the remarkable records which the students have made in contests and competitions along intellectual lines with students of other colleges.

The clashing of wit in debate and oratory has always been the realm in which intellectual supremacy has been tested. Park College has a record here that is also different. In debates with nine other colleges of Iowa, Kansas and Missouri, Park has entered contestants thirty-six times and won first place twenty-five times. In the Inter-collegiate Prohibition oratorical contests its representatives have won first place five times in six contests. In other Inter-collegiate Oratorical Contests with colleges from Iowa, Kansas and Missouri she has won first nine times, and has also once won the National Oratorical contest.

A number of years ago a young farmer lad stepped from the train at Parkville and made his way to the college office and asked admission to the school. He had scarcely completed his grammar school education, was entirely dependent on his own resources and had but \$15 and the clothing he wore. He was admitted to the college family and remained for nine years, completing both the academy and college courses. He won the college championship in debate and oratory, took first place in the oratorical contest with the other colleges of the State of Missouri; took second place in the National Oratorical contest, and has for several years been one of the leading pastors in a large western city. This story, with varying details, might be multiplied hundreds of times. Park graduates are having success in many profes-

sions and in many different countries. Dr. Sheldon Jackson, for many years agent of education in Alaska for the United States government, says: "After thirty-four years' experience in securing teachers for mission schools, and also for government schools, I found that as a rule the teachers from Park College outrank any others in the United States for the kind of work I wish done. The religious atmosphere and the general all-round training of Park make the men and women that prove the most efficient teachers and missionaries for Indian, Eskimo and other native schools."

One of last year's graduates was a girl who had come four years before filled with sorrow over a number of sad happenings in her personal life, and, thrown entirely on her own resources, she came to Park with an honest desire to find out how she could use her life to the greatest advantage. She became an earnest Christian, and consequently a leader to whom other girls turned for help and inspiration. During her last year in college she was one of the most successful student teachers of the academy pupils and a dependable worker in everything she undertook. Now, since her graduation, she is a teacher in a fair-sized high school, and is passing on the spirit of helpfulness which she herself found at Park.

The relationships sustained by students with each other in actual toil give them a sympathetic understanding of the problems that go to make up the lives of others, and they go out into life not only trained to think, but prepared to perform the common tasks of life. Students who go out as teachers and ministers are especially fitted to render unusually helpful service. The greatest regret of those administering the affairs of the college is that their facilities are limited to 540 students rather than a thousand.

Park College is different in the ideals which it imparts to its students. During the past fifty years 1,073 men and women have graduated. Of this number less than twelve have gone from the college without first making a profession of faith in Jesus Christ as their Lord and Savior. Sixty per cent of all the graduates have entered some form of definite Christian work, while 173, or sixteen per cent, have given themselves to work in foreign lands as missionaries, teaching, preaching and ministering to the sick, while the remaining hundreds of alumni are engaged in teaching, in the professions, are Christian home makers, and are exercising Christian leadership in their communities. Park College lives for others, and its students catch this broad spirit and give themselves to the service of God and humanity.

The college owns 1,400 acres of land. Four hundred acres of this is under cultivation, 140 are in apple and twenty in peach orchards. The remainder is devoted to the campus and used for pasture lands. The dairy consists of a fine herd of Holstein cattle, cared for by student labor and furnishes milk and dairy products for the dining halls. Pure bred Berkshire and Poland China hogs are raised by the students and many are sold each year. A barrel of apples packed by the students won the first prize

at the Pan-American Exposition. (It so happens that the young lady who is typing this article packed that barrel.) The school has an endowment of \$680,000 and it is hoped that this may soon become a round million. Mrs. Russell Sage recently bequeathed to the school an additional \$100,000.

The needs of the school are very definite. Dormitories are greatly needed to care for the hundreds of students who are annually turned away for lack of room. The women of the college are living in small dormitories scattered throughout the village and campus. Girls' dormitories to accommodate 300 young women could be filled at once. On January first the college men occupied Copley-Thaw Hall, a new dormitory costing \$60,000 given by Mrs. William Thaw of Pittsburg, Pennsylvania, in memory of her father and husband. The students have their meals in a series of small dining halls. A new central dining hall, with modern kitchen equipment, is greatly needed.

One of the problems in the self-help department is to find useful occupation for these young men and women. Dr. Frederick W. Hawley, D. D., LLD., the president of the college, formerly president of Henry Kendall College of Tulsa, Oklahoma, and a man of unusual sagacity, executive ability and of wide experience, has conceived the idea of a large horticultural hall, in which vegetables and flowers could be raised throughout the year. Such a building would cost approximately \$60,000, and would provide occupation for scores of students, giving to their labor a real commercial value, besides providing for the needs of the college dining halls. The proximity of the college to Kansas City would afford an opportunity of disposing of the surplus products at profitable prices.

Mrs. L. H. Wakefield of Seattle, Washington, who is a graduate of Park, and her husband have recently made the college a pledge of \$35,000 for a new science hall. This sum is to be paid the college when an equal amount for the same purpose is secured from other sources. The class rooms in Mackay, the Administration Building, are seriously overcrowded; classes are divided, and in the science classes especially the work is greatly hampered by insufficient room. The Science Hall is very badly needed, and it is hoped that this crowded condition may soon be relieved.

The Russell Sage foundation has discovered that practically all of the colleges of America derive 80 per cent of their enrollment from within a radius of one hundred miles. Park's enrollment again shows a difference. Last year it derived over one-third of its student body from a distance of over five hundred miles, and thirty-eight different states and eight different nations were represented on the campus. Korea had almost as many representatives as St. Louis.

Such a school as Park College is eminently worth while. It is an institution of world-wide interest, and will be one of the points of importance the tourists in increasing numbers will visit when the new Jefferson Highway is completed through Platte County.



The end of a perfect day. No wonder Minnesota reports an astonishing increase in the use of the highway when such sport as indicated by this picture from Bemidji is found on the roadside.

TOWNSEND BILL

Providing for National Highways. Synopsis of Special Provisions

— Build Roads Now — — Build Roads Now — — Build Roads Now —

PURPOSE: To provide a national system of highways, for interstate traffic, for the common defense, and for the general welfare.

NATIONAL SYSTEM: Not less than two per centum nor more than five per centum of the total mileage of highways in each state. (*Suggested amendment*—Not less than two nor more than four main trunk highways in each state).

COMMISSION: Federal Highway Commission of three members, to be appointed by the president, by and with the consent of the senate, commission to elect one of its own members as chairman and devote entire time to the work.

DUTIES OF COMMISSION: To select system after conferring with state highway departments and determine the order for its improvement; within two years to issue a map showing the national highway system selected, to make surveys, prepare plans, specifications and estimates, or to agree with state highway departments to make same.

TYPES AND WIDTHS: To meet present and probable future traffic demands.

EQUIPMENT: Secretary of war may, in his discretion, turn over to the commission for use in construction and maintenance of national highways vehicles, motor vehicles, road machinery and equipment, to be paid for by commission out of appropriation under the act.

ASSENT OF STATES: No money expended in any state until its legislature shall have assented to provisions of Act, except until final adjournment of the first regular session after passage of Act, the assent of governor shall be sufficient.

RIGHT-OF-WAY: States or subdivisions to transfer existing or legal right-of-way on roads taken over insofar as the constitution of the state will permit.

PUBLIC LANDS: Any land of the United States may be appropriated as right-of-ways.

RAILROAD GRANTS: Consent of United States is given to any railroad or canal company to convey land acquired by grant for right-of-way.

RIGHT-OF-WAY: Commission is authorized and empowered to acquire additional right-of-way deemed necessary. Width of right-of-way sixty-six feet, except where physical conditions, excessive cost or legal obstacles make it impractical.

CONSTRUCTION: All construction, reconstruction, repairs and maintenance shall be at expense of United States.

REGULATION: Commission shall have all regulatory powers over highways, except state police powers.

MAINTENANCE: Commission shall set aside annually a sufficient sum for maintenance, not to exceed ten per centum of the total appropriation for the year. (*Suggested*

amendment—Commission shall set aside a sufficient amount for maintenance, not to exceed ten per centum of total appropriation, during period covered by act. To be used as required).

REGULATION: To promulgate all rules and regulations for carrying out provisions of Act. Are provided for willful and malicious violation of the regulations prescribed and promulgated by the commission.

STATE JURISDICTION: The jurisdiction of the state not affected, either civil or criminal, over persons and property; that is to say, by reason of the establishment of the national highways the people do not lose their rights as citizens, or be absolved from their duties as citizens of the state.

STATE CONSTRUCTION: Should a state desire to improve any section of the national highway system selected, before funds appropriated under this Act are available, the commission may enter into agreement with the Highway Department for its financing and construction under the supervision of the commission and refund to the state the amount expended, provided the amount so expended does not exceed the amount apportioned to the state.

FACILITIES: Authorizes expenditures for construction, maintenance and equipment, employment of experts, engineers and assistants.

HIGHWAY TRANSPORTATION: The commission to encourage the proper use of all highways and to stimulate the interest of the state, communities and rural districts in the most efficient and economical transportation over all highways. To ascertain by experiment and research all useful information on highway transportation, construction and maintenance, and disseminate the same for the benefit of all the people.

TRANSFER OF DUTIES: Transfers all powers and duties of the secretary of agriculture relating to highways or public roads to the commission. Where the laws of any state have been so worded as to provide for co-operation with the secretary of agriculture, and in which the commission cannot be legally substituted, it shall be the duty of the secretary of agriculture to act jointly with the commission in the exercise of such powers incident to the administration of the Federal Aid Road Act. All powers and duties of the Council of National Defense in relation to highways, highway transportation and public roads are to be transferred to the commission.

ARMY AND NAVY: Agencies dealing with all highways under the control of the United States army and navy in military or naval reservations, or which are used solely for military or naval purposes, shall not be taken over by the commission, but shall remain under the jurisdiction and control of said agencies.

APPROPRIATIONS: \$50,000,000 immediately, \$75,000,000 for the fiscal year beginning July 1, 1920, and \$100,000,000 for each of the three succeeding fiscal years, in all \$425,000,000.

ANNUAL REPORT: Not later than the first Monday in December of each year the commission shall make a report to congress showing in detail the operations and expenditures for the preceding fiscal year with such

recommendations and reasons therefor as it may consider appropriate.

FEDERAL AID REPORTS: The commission shall make report not later than the first Monday in December, 1920, and annually thereafter, showing in detail the expenditures and operations under the Federal Aid Act, together with such recommendations as it may consider appropriate.

ARGUMENT: The road work of the country has expanded from the township unit into the county unit, from the county unit into the state aid unit, from the state aid unit to the state unit, from the state unit to the Federal Aid Unit—and each step forward not only strengthened the preceding unit, but greatly benefited the entire highway program. The Federal Unit will round out the line of progress in highway development which is absolutely necessary to the interests of the whole country. Its influence will support and encourage further work by Federal Aid, state, state aid and counties.

Is it not logical and reasonable that the final step should now be taken by establishing a Federal Unit for the selection, construction and maintenance of a definite national system of highways

FEDERAL HIGHWAY COUNCIL,
1311 G Street Northwest, Washington, D. C.

— Build Roads Now —



THERE is a county in Minnesota called Red Lake. The Jefferson passes through Red Lake County. Both the "Pine to Palm" and "The Gateway to a Land of Promise" benefit because of these two facts.

It remained for L. E. Healy, treasurer of the Healy Land Company of Red Lake Falls to visualize the situation, which he did in the above cut. This engraving appears on the front cover of a very neat and interesting folder exploiting Red Lake County. In order to show the Jefferson Highway, Healy, who by the way, it quite an artist, made an India ink drawing of the cut, had a photograph taken and the cut made. It makes a mighty natty heading and adds another novelty to the growing list of "On The Jefferson Highway" series.

Healy is interested in the Jefferson Highway and roads generally. He is president of the Red Lake Falls Automobile Club.

AS OTHERS SEE IT

It Is of Interest, Sometimes, to Get the Other Viewpoint

— Build Roads Now —

— Build Roads Now —

— Build Roads Now —

[Note—General Manager McDougal of the Pershing Way, who was for a short time Publicity Commissioner of the Jefferson Highway, admits that he appropriated from the Jefferson many of the successful methods he is using on the Pershing. He also admits they are pretty good.]

We likewise are going to appropriate the story of his trip to Winnipeg, and in doing so likewise admit it is pretty good. That Manager McDougal has a microscopic eye, a retentive memory and a happy way of telling it is evidenced by what he saw and tells of his trip.

Judging from his experience at the "Line" he should have borrowed the Jefferson's Rabbit Foot.

Mr. McDougal's story will be read with interest by the J. H. family, especially those who "made the trip" last July.]

AT Hallock the P. W. runs onto the Jefferson Highway marks and continues with them the rest of the way, going through Northcote, Humboldt, St. Vincent and Noyes to the International Boundary.

We had been sweeping along across the prairie, much of the time with no fences along the road, and came to a turn to the east along what, as memory recalls it, looked like the back side of a farm yard with perhaps an orchard bordered with forest trees in a sort of a scrubby growth. Straight ahead and eighty rods beyond was a dingy railroad station, and just before we reached it a turn to the right and north.

Before us loomed a signboard, high on stilts, announcing the "International Boundary," and there was a moment of bewilderment as we saw in one direction a road turning off to the station and in the other a pair of ruts curving around as entering the farm yard.

Over this seeming byroad was the remains of an arch, placed there last July to welcome the Jefferson Highway tourists on their great sociability run, and the presence of the arch gave rise to the theory that this must be the entrance to the Dominion. Pursuing the tracks a bit further we were convinced that we really were on the highway into the neighboring nation, for at the side of the road was a glorified Keep Off the Grass Sign, bearing a solemn warning against going across the line without proper formalities.

The road took another turn and crossed a railroad track, which itself had crossed another track just previously. The one was the Soo, which ran along the margin of Canada, and the other was the Canadian Pacific, both heading for Winnipeg.

All our pictures of an imposing entrance into Canada were dashed, as almost any country cross road is as pretentious. But still there was something picturesque about it and something that impressed itself upon the memory.

There are two railroad stations—one on the American side and one across in Canada, and at each immigration and customs officials, representing the two governments, are on guard. It looked as if it was a pretty simple thing, after all, getting into a foreign country, but it took just about an hour to do it, for a becaped official, swinging down the track to reach the switch tower and climb its dizzy steps to the bird-like house above, said that there was nothing to do but to report to the officials at the Emerson station, which took time and proved not to be the right thing, for we were first to go a mile or such a matter up town and be interviewed by the immigration official and get a card and then go across the street to where the Union Jack flew over the government building, and make our clearance at the customs office.

THE customs officials were polite, but inquisitive. They wanted to know how many in the party, what make of car, how many cylinders, its license number and factory number, whether it was equipped with windshield, top, speedometer and clock, and how much it cost, what baggage we carried and whether we had any camping equipment and how long we expected to tarry in Winnipeg.

Then a very nice old gentleman came down and rummaged through our suit cases in a formal and perfunctory way, withal rather thorough. But first there had come up the serious question as to the very typewriter on which this is being written. It is one of the folding sort and a constant companion. The G. M. would be lost without it, and the work of the organization would be hampered. It was rather important that it, too, make the trip into Winnipeg, for there would be the matter of correspondence and perhaps some magazine stuff.

But the officials were stern about it. They said that the wee machine was dutiable and





Bethany, Mo., is always up to date. The above is an airplane picture of a record breaking day at the Harrison County Fair.

that we had better put it in hock, so to speak, at the customs office to be picked up on our return, and to borrow a machine in Winnipeg. It looked as if the typewriter was to part company with the official car.

But the missus, waiting all this time down in the auto, said it didn't sound reasonable to her that a car and all that luggage could go in and a mere typewriter barred.

So we went back and argued that the typewriter was a tool of the trade and analogous to a monkey wrench in the tool box.

But these English are a fixed folk. They all had a look at the proposition, and turned it down; it wasn't regular. Then we offered to put up a cash bond, and finally succeeded in parting with \$13 to that end, the money being in good American currency. Seeing the brand of money on deposit, a kind gentleman in the office suggested that we would be entitled to that sort back, as it was at a premium in Canada. So, on our return, we got \$13.40 in Canadian currency, taking it across to the bank to be exchanged for American money. The rate of exchange had fluctuated during the walk across the street, however, and the bank demanded 50 cents instead of the 40 we had been paid.

And even at that we afterward discovered that we had a few Canadian bills in our script and had to give a discount on them.

BUT our troubles were not over yet. We discovered that our Canadian immigration permit, nor our clearance papers from the customs were sufficient; the becaped gentleman had deceived us. We had to go all

the way back to the American side, to that little station of Noyes, to see a blue-eyed Irishman named Fahey in order to get a formidable document showing that Uncle Sam was willing to relinquish us for a few days.

That document had to be turned in to the Canadian customs officials, and then we were ready to go—all excepting the changing of a flat tire that had grown discouraged and depressed during all this formality. If we had known about the rest of that night that tire would have worried us.

But let us on.

Over a bridge, combined wagon and railroad, under a viaduct we turned and then we were on the road to Winnipeg, sure enough. A little further and we were as good as in France, for, turning into a little village that proved to be Letellier, we grew uncertain of the way and stopped at a house to make inquiries if this were truly the way to Winnipeg.

The answer was "Oui, oui," which the dough-boys all will recognize at once.

Turning just at the edge of that little village, which was mostly edge, we were at once in the old Hudson Bay Company's trail, a road 132 feet wide that goes in windings along the Red River of the North right into Winnipeg and becomes Main street, remaining 132 feet wide. That and Portage avenue, at right angles and of the same width, are boasted the widest streets in the world.

The boundary is sixty-eight miles from Winnipeg, and all the tedious details at Emerson, had taken time. It was 5 o'clock when we left Emerson, and that was Canadian time, the Ca-

(Continued on page 11)

THE MODERN HIGHWAY

Published Monthly by
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J. D. CLARKSON
Editor

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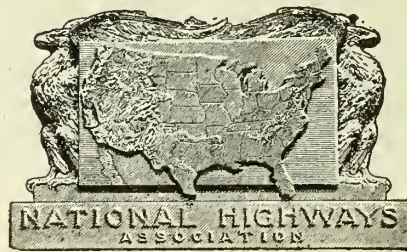
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Volume IV

DECEMBER, 1919

Number 11



THE FOURTH ANNUAL MEETING

Jefferson Highway Association
Directors will be held in St. Joseph,
Missouri, commencing at 10 o'clock
Tuesday morning, January 6th,
and holding over Wednesday, Jan-
uary 7th, 1920.

Headquarters, Robidoux Hotel.

THOS. H. JOHNSON,

Attest:

President

J. D. CLARKSON,

General Manager

— Build Roads Now —

When locating a railroad many towns strive to secure division points and machine shops.

The Jefferson Highway makes a division point out of every town and a repair shop out of every village on the route.



Shreveport utilizes the J-H to advertise her resources.

AS OTHERS SEE IT

(Continued from page 9)

nadians not having turned their watches ahead as the States had.

So we rather stepped forward a little on the gas, for there was a certain strangeness about the country that urged us to get along before dark covered the unknown roads. The trail at places was little more than sections of a fenced pasture, with ruts winding about between an endless row of telephone and telegraph poles. Winnipeg is paving out for miles and some of these days will have a concrete road to the border, no doubt, but nature still holds sway largely as yet there.

And we came into St. Jean Baptiste, a French town of 500 with only two English families in it. We sought to replenish our gas supply and pulled up at a garage and said "Five gallons." The tank filled up as we filled with astonishment. The answer was that we were getting British Imperial gallons, 277.274 cubic inches to the gallon, instead of our own United States gallons of 231 cubic inches. Five of our British cousin's gallons made six of our own, but we paid 40 cents for each and every gallon.

They said in Winnipeg that American watches can be bought cheaper there than in the states, the protective tariff making it thus, but there was nothing like that about the gasoline, even Imperial gallons.

Hunger was gnawing and we decided to have a bite to eat, much as we hated to waste daylight. So we asked for the eating place and were directed to a little wooden building that plainly was labeled "Public Hotel."

Entering we found a dingy office that was a combination of a barber shop and bar. Prohibition had put the bar out of business, age had done for the barber chair, and the prospect was discouraging. But that was where appearances were deceptive, for, after a brief delay,

we were led into a neat little dining room and served with a supper as only the French served food.

Bright-eyed French girls were jabbering French in the kitchen, and one of them went to the telephone and assaulted it with a flow of language that was beyond us.

Then a husky chap went up to the instrument and bawled out a question. "What's the score?" he demanded. It seemed that Cincinnati had won. We felt quite at home for a minute.

WE had been inquiring anxiously about the road conditions, and the official car had attracted considerable attention, so supper done, we stepped out of the dining room into the midst of a curious crowd that wanted to talk. The men all agreed that the best road lay across the Red River, and they grinned as they said that the largest city along the way was Winnipeg.

Afterward we came to realize the point of the remark. Only one village intervened in all that fifty miles. The rest of the trip lay through a country where a house was a surprise and bachelor shanties were the rule. Mile after mile was along a fenceless road that ran at will and at angles, but it was a good road, except lonesome.

In the distance we could see strawstacks burning in various places, and occasionally we passed an automobile, but mostly there were solid banks of second growth white birches.

If we had ever needed a bit of gas or some air pressure we'd have had quite a walk for it. And there was that flat spare on the rack!

It sounds a bit dreary, just to tell about it, but it really was a wonderful drive, with the air balmy and the night pleasant. Occasionally we would wonder whether we were on the right road, and would stop at a house to make inquiries. Always we were, although

sometimes the children had to be called up to translate, the parents being French.

The engine worked to perfection, the tires held out and we had had a good supper, so on we sped, over bridges, through woods, out in the open. Finally we came to that sole village, passed it, got out into the wilds again and wondered. Then there appeared one of the blessed concrete roads that Winnipeg has built out for nine miles, and we felt as if we were nearing the goal.

But the lights of Winnipeg didn't settle all of our troubles. There was the matter of a hotel. A motorman, waiting to catch his car, offered advice. It wasn't any good, for every hotel he mentioned was full for the night. Finally, after we had tried one after the other, we were forced to put up at one that always will haunt our memories and make as firm in favor of strict hotel inspection laws.

The next morning we found room in a comfortable one.

— Build Roads Now —

OF COURSE!

East meets west and the north bows to the south on the streets of Little Falls, thanks to the Jefferson highway and the beautiful outing places in Minnesota. Directly in front of the Transcript office this morning persons in a Winnipeg car and those in a car bearing a Rochester, N. Y., banner exchanged greetings.—Little Falls, Minn., Transcript.

MISSOURI STATE JEFFERSON HIGHWAY MEETING

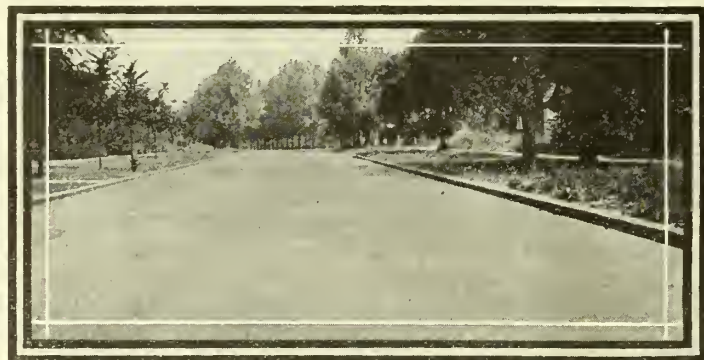
In response to a call issued by J. H. Malang, vice-president for Missouri, twenty-seven delegates met at St. Joseph, Missouri, Wednesday, November 26th, and transacted the business requiring attention, including the election of directors.

John M. Malang of Joplin was re-elected vice-president for the state. George E. McIninch of St. Joseph and Ezra H. Frisby of Bethany were re-elected directors. D. M. Gregg of Harrisonville was elected a director to succeed E. J. King of Nevada.

Mr. Gregg is a prominent farmer and stockman living five miles from Harrisonville, in Cass County, on the Jefferson Highway. In placing Mr. Gregg on the board the delegates feel they have secured a man of ability, who will give the necessary time to Highway affairs and attend the meetings of the board.

Inasmuch as the organizing of special benefit road districts was being considered in many localities for the building of the Highway, almost the entire time of the session was given over to the discussion of this timely topic under the leadership of George W. Day, an attorney of Platte County, who has organized and has in practical operation one of this kind of road districts.

Harrison County, Platte County and Cass County were found to be nearing success along these lines.



LONGWOOD DRIVE, CHICAGO
Stanolind Paving Asphalt was used
in building this splendid Asphalt-Macadam Road.

AFTER THREE YEARS OF SERVICE

THE PRESIDENT OF THE LONGWOOD DRIVE ASSOCIATION
WROTE TO THE CONTRACTOR WHO LAID THIS ROAD

"At a recent meeting of the Officers and Directors of this Association, the question of our pavement was brought up for discussion, and it was the consensus of opinion that it is absolutely the best street of its kind in Chicago, after three years of service in extreme weather."

That letter was written a year ago and the road is as good today as it was the day it was finished.

Write for our free booklet "STANOLIND PAVING ASPHALT." It gives reliable information and complete data on Asphalt-Macadam and other types of asphalt roads.

STANDARD OIL COMPANY 910 SOUTH MICHIGAN AVENUE
CHICAGO, ILLINOIS

(INDIANA)

We also manufacture road oil for dust laying purposes

HIGHWAY HELPS HALLOCK

Northern Minnesota Entertained the Distant South via Jefferson

A LARGE, high-powered car purred away toward the north. An orange colored number-plate on the rear fender proclaimed that the home of this particular motor vehicle, and most probably those who were riding in it, was in the State of Florida. And, this was northern Minnesota—and it was the first of October—and the car was headed north over the Jefferson Highway.

"I see you're interested in that party," observed the manager of the hotel, from which the car had just proceeded, following luncheon.

"Those people are from Florida, and are going to Winnipeg," he replied to my verbal confirmation of his first statement. "That is no uncommon occurrence. We have had people here from nearly every state in the Union this summer."

"We have a great many tourists through Hallock over the Jefferson Highway. You see it is about half way between Thief River Falls and Winnipeg. We are only twenty-three miles from the border. We have not been able to handle all the business this summer."

Now, this was interesting, because a year ago Hallock had no hotel. That a healthy condition existed, due directly to the Jefferson, was not only the testimony of the hotel landlord, but of other business men in this north Minnesota town. Among facts that came to light was the one that as high as twenty people had been turned away in a single night. Importance as a night control was overshadowed by the fact that it was a favorite noon stop. About a half a day either way from Winnipeg or Thief River Falls will put the traveler into Hallock. The hotel and cafe are benefiting directly from the blue and white marks past their doors.

"Hallock appreciates the Jefferson Highway," said Mayor William Hartvig. "It has made our hotel and one cafe. But it also is a great thing for the community. We are all mighty strong for it."

IN HALLOCK, which is the county seat of Kittson County, there is general belief on the part of business men that the future holds big possibilities. After a rapid growth, following its founding in 1879 by an Englishman, after whom it was named, and the coming of the Great Northern Railroad, a lull occurred until the arrival of the mighty "Pine to Palm." One reason assigned to the lethargic condition predominant is the fact that Kittson County land fell into the hands of speculators. It lay idle. However, the past two or three years have seen it brought into use by farmers who have bought, are living on it and working it. Already the reflex has been displayed in the activity of Hallock business. Inasmuch as farming is the principal contributory interest the town will prosper in proportion as production increases.

The famous Northcote Stock Farm, where Walter Hill once resided, and where the late "Jim" Hill spent many weeks each year, is in Kittson County, north of Hallock, about five miles, on the "Vacation Route of America." Originally it consisted of 23,000 acres. The original small city of ranch buildings still stands on 6,000 acres that remain intact. This ranch is an instance of the prevailing tendency to break up larger lumps into small farms, with a natural tendency to more intensive farming.

"The next thing for Hallock," said Mayor Hartvig, "is pavement. During the last five years we have perfected our water, sewer and electric light systems. Some preliminary work toward 365-Day Roads is being done on the Jefferson Highway through Kittson County. We anticipate that hard surfacing projects will start next year."

Hallock knows what the Highway means, because the actual results can be seen. A crowded hotel, busy cafes and "foreign" cars, a most common sight, as against no hotel, an ordinary cafe and only the cars of the home folks, is satisfying and pleasing evidence of the worth of Jefferson.

— Build Roads Now —

BE READY FOR THE DIVIDEND

Last month we asked the question, How Big is Verndale and suggested that its size be gauged by its assumption of responsibilities.

But Verndale is wise in its generation and knows that when it makes an investment by assuming a responsibility and the dividend day comes around it must be ready to receive the dividends.

A business man once plastered the roadsides with a sign which read:

"HICK WANTS TO SEE YOU"

The writer went into his place of business, and, approaching Hick, asked what it it you wanted to see me about? With a puzzled look his response was:

"Why, I don't know of anything I wanted to see you about. Why?"

"You sent me word you wanted to see me."

"No, there must be same mistake. I did not send any word to you" was the response.

His attention was then called to the message on the sign by the roadside, when he said, "Oh, that is only an advertisement."

He had invested his money in an advertisement, but was not prepared to receive the dividend, for the writer was really looking for goods in his line to an amount that would run into the three figures, but owing to the fact that Hick did not play up to his advertisement the customer went out without mentioning his wants.

Don't think that Verndale will make any such mistake as that. Her name is not Hick. If anyone strays into Verndale and says:

"What is it you wanted to see me about" he will not be met with any puzzled expression. He will be told just exactly about what is wanted, and altogether likely they will have it in stock and not have to back order it.

THEY OUGHT TO KNOW

ONE of the fleet of twenty big Goodyear trucks that form the "Boston to San Francisco Express" rolled into Little Falls, Minn., October 10th, the day after the Minnesota State Meeting. It was equipped with Goodyear pneumatic tires and, of course, was traveling over the "Pine to Palm."

"How did you find the Jefferson?" was asked H. E. Cameron of Doylestown, Ohio, one of the two men in charge.

"We have traveled over 13,000 miles this summer," he replied, "and have found the Jefferson the best marked highway in the entire trip."

W. E. Bangs of Akron, the other member of the "scouting party," testified that he had been on the Jefferson down in Louisiana, too, and that he felt quite at home up in Minnesota between the blue and white marks.

With the permission of these men and the aid of R. B. Millard, secretary of the Minnesota Division, a steel J. H. marker was fastened to the side, taking a prominent place with the Lincoln, Yellowstone and Mississippi River scenic markers already attached.

— Build Roads Now —

At some places on the Jefferson weeds are allowed to grow rank along the right-of-way. At some corners they obscure vision, and it is not uncommon for pole marks to be hidden behind shrubbery, and although the Highway may be perfectly marked confusion may be caused the stranger. One instance of this condition was to be found near St. Joseph, Missouri, just as the Highway leaves the hard road and enters Andrew County.

TRAIL STATE BANK

Trail, Polk County, Minnesota

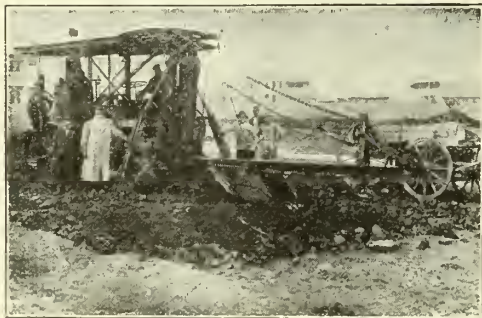
On the Jefferson Highway

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Is light enough to cross culverts and small bridges safely; self-moving over steep and hilly roads; easily operated and low priced. Descriptive Bulletin on request. Handles three kinds scoops; Dipper for side hill excavation; Ditcher, for trenches, and Skimmer, here illustrated, for road grading. Economically lifts 6-inch cut, leaving finished surface, any desired slope within half circle 32 feet in diameter. Capacity 300 to 400 cubic yards per day.

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Beaver Falls, Pa. Joplin, Mo. Monadnock Bldg., Chicago

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Rooms from \$2 single and \$3 double
Excellent restaurants serve the choicest food of the world



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500

New Fireproof Rooms

Rate from \$2.00

The House of
Utility-Service-Elegance

Operated By
Whitmore Hotel Co.
Under the Personal Direction of
S. J. Whitmore and Joseph Reichl

TO HAVE THIRTY MILES OF HARD ROAD

M IAMI COUNTY is assured of having thirty miles of hard-surfaced road over the Jefferson Highway, a petition to this effect having been granted on May 28 by the board of county commissioners. A majority of the property owners were in favor of the road. At the hearing last week there were discussions by those in favor and those opposed to the proposition, but after weighing the matter carefully and deliberating twenty-four hours the county board voted to grant the petition. This completes the petitions for the hard-surfacing of the Jefferson Highway in Kansas from the north line of Johnson County to Joplin, Mo.

This thirty miles of road runs north and south through the county, beginning just south of Spring Hill. It passes through Hillsdale, Paola, Osawatomie and Beagle, and joins the Linn County road just north of Cadmus. The road in this county will be of bituminous macadam, and it is estimated to cost not to exceed \$16,000 per mile. This will be just a start on permanent roads in Miami County.—Paola Spirit.

Since the above was published the State Highway Commission has granted 50 per cent of federal aid to its building, which includes one-half the cost of grading, bridges, culverts—in fact half the cost of the road.—Border Sentinel.

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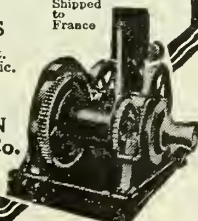
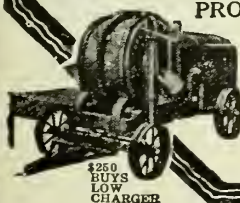
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Ladies' Waiting Room in Connection.

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FERGUSON & ALEXANDER

OSAWATOMIE, KANS. BOTH PHONES, 413

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Expert Repairing of Storage Batteries, Electric Starters and Generators

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EUROPEAN PLAN, PRIVATE DINING ROOMS

"Modern Fireproof"

250 Rooms

150 With Bath

The Shreveport Hotel Co.

C. H. JENNINGS, Mgr.

SHREVEPORT, LOUISIANA

A hot breakfast for 9 cents

JUST a few cents for coffee, butter-and-syrup spread pancakes and all!

And oh, how easy to make! Everything, even powdered sweet milk, comes ready mixed in the flour. Beat up with water and the batter's made—on the griddle with them and they're done; tender, golden-brown and rich with the real old southern flavor.

It's not often these days that anything so good costs so little. Ask your grocer for a package of Aunt Jemima Pancake Flour—and tell old man H. C. L. to go and jump in the lake!

For variety, get a package of Aunt Jemima Buckwheat Flour at the same time.



AUNT JEMIMA PANCAKE FLOUR

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Reg. U. S. Pat. Off.
"I'se in town, Honey!"

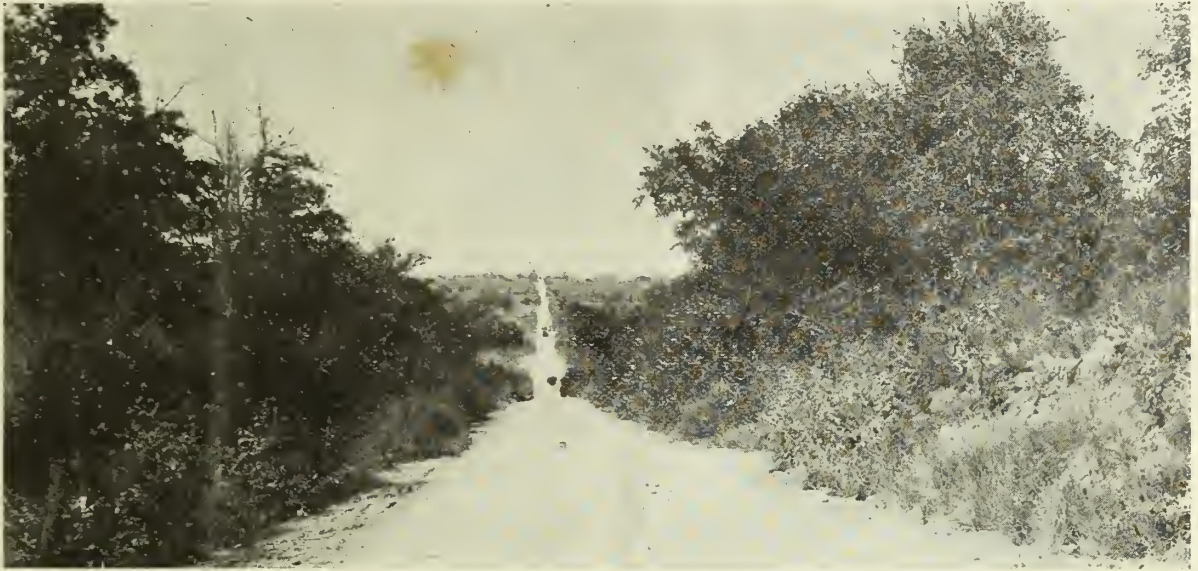
The Modern Highway

Published Monthly by

\$1.00 Three Years

JEFFERSON HIGHWAY ASSOCIATION

JANUARY, 1920



Upper—A stretch of the J. H. near Denison, Texas.

Lower—The result of one day's hunt near the J. H. not far from Bemidji, Minn.

THE LOUISIANA STATE MEETING

Another Record Breaker in Jefferson Highway History—Seventeen Out of Nineteen Parishes Represented—Much Important Business Done

— Build Roads Now — — Build Roads Now — — Build Roads Now —

WHEN the session of the Louisiana state meeting of the Jefferson Highway closed the evening of the 18th of December, that being the third anniversary of the laying out of the definite course for the Highway between New Orleans and Alexandria, it was found that some distinctly new records had been made in both the state and international project.

Louisiana had been advised that Minnesota had set such a hot pace in its state meeting at Little Falls, on October 8th, that it would be very difficult for Louisiana to top the record. About the only thing left open being in the attendance of ladies—Minnesota not having made any entry on that score.

But Louisiana not only scored high in the attendance of ladies, but dug out two or three other features in which to excel.

To offset the record of Minnesota in sending delegates to Little Falls by autos from each end of the state Louisiana sent by Pullman from one end of the state—the mayor of her largest city, New Orleans, the general manager of its Association of Commerce, the Highway Commission, and ten of its representative citizens; and from the other end of the state the mayor of her second largest city—Shreveport.

When the reports of the various parishes were all in it was ascertained:

- That the road was finished in six parishes, viz: Caddo, De Sota, East Baton, St. Charles, St. John and Orleans.
- That it lacked completion of one mile in Ascension, four miles in Avoylles, five miles in St. James, eight miles in Rapides Parishes.
- That in other words eighteen miles of construction will complete the road in ten out of nineteen parishes.
- That 95.6 per cent of the entire mileage of the Jefferson Highway is financed in Louisiana.
- That east of the Mississippi of the 114 miles between Baton Rouge and New Orleans 86 per cent is completed and all is financed.
- That with the exception of three short stretches, aggregating less than 10 per cent of the Jefferson Highway, the entire mileage in Louisiana should be completed by next spring or early summer.

By the time of the next year's convention Louisiana hopes to duplicate or exceed Minnesota's fine exploit of sending her delegates to the meeting in automobiles over the Jefferson Highway. Louisiana also fully intends to beat all the other Jefferson Highway states to a completed road. At present Texas seems to have a little the advantage in the betting, but Minnesota is strictly in the running.

OWING to the fact women are taking a much larger part in public affairs, the large attendance of ladies was very gratifying.

Among those present were Mrs. Ford, wife of Mayor Ford of Shreveport; Mrs. Nabors, Mrs. Petty of Mansfield, Mrs. Joseph of Melville, Mrs. Pope and others of Bunkie.

So great has been the inspiration supplied by the Jefferson Highway enterprise in Louisiana on all good roads subjects that the occasion of the meeting of the Jefferson delegates at Alexandria was used to get together good roads organization from all over the state for a conference in regard to a good roads program.

General Manager Clarkson, at the state meeting held in New Orleans a year ago, said he had found community conditions that in his judgment would produce a practical road across the state by January, 1920, barring unforeseen contingencies, and Highway Commissioner Buie verified this forecast.

The unforeseen contingencies did arise—viz., inability to secure road building material and labor, but notwithstanding these drawbacks great progress has been made.

It is no longer a question of money. The will to build the road is in evidence on all hands.

In one parish, Jefferson, one year ago not even a start had been made to finance and build the road, but out of the state meeting of last January came such an inspiration that within ninety days a bond issue had been put over without a dissenting vote. On July 1, as the Sociability Run to Winnipeg went through this parish, the commencement of construction was celebrated, and today the entire mileage of road in that parish is graded, supplied with concrete waterways and partially surfaced.

IN another parish, St. Landry, the contract for construction has been advertised three times without a bidder, but they are still hunting for a contractor. In this parish the bonds were voted prior to the war. Prices have advanced so much that they now have scarcely half enough money, but this fact does not daunt them.

Assurance is given by Dr. H. S. Joseph of Melville—a prime mover in the cause—that arrangements are now completed for another bond election to supply not only the additional funds for the Jefferson, but also a like amount for the construction of other roads in the parish.

On every hand the will to build the road is very apparent. All that is now lacking is the labor material and weather.

The Modern Highway

Volume IV.



Number 12

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JANUARY, 1920

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LOUISIANA STATE MEETING

Jefferson Highway Association Held at Alexandria December 18th 1920 in the Italian Hall, Hotel Bentley

— Build Roads Now —

— Build Roads Now —

— Build Roads Now —



Senator
T. L. Dowling of
Gloster, De Soto
Parish.

THE meeting was called to order by President T. L. Dowling, who introduced Mayor C. N. Adams, who delivered a short address of welcome.

Chairman Dowling announced that the convention had been brought to Alexandria by reason of the fact that Shreveport was very much crowded with oil people. He said that he was glad the convention had come to Alexandria, because it was centrally located and easily accessible to the various interests of the association.

The state officers present were: T. L. Dowling of Gloster, president; R. D. Nibert of Bunkie, secretary; C. J. Pope of Bunkie, treasurer.

The state and International Directors present were: T. L. Dowling, Gloster; J. W. Duncan, Colfax; E. A. Greenlaw, New Orleans; C. M. Weeks, Caryville; Dr. H. S. Joseph, Melville; Walter Snider, New Orleans.

In addition to Mayor Behrman and Walter Parker the New Orleans contingent consisted of: E. R. Greenlaw of the Greenlaw Motor Company; C. F. Peterson, representing J. W. Thompson; Palmer Abbott of the Abbott Auto Company; Stanley LeMarie, secretary of the Motor League; Joe Dane of the Marine Bank; C. U. McDowell, secretary of the Louisiana-

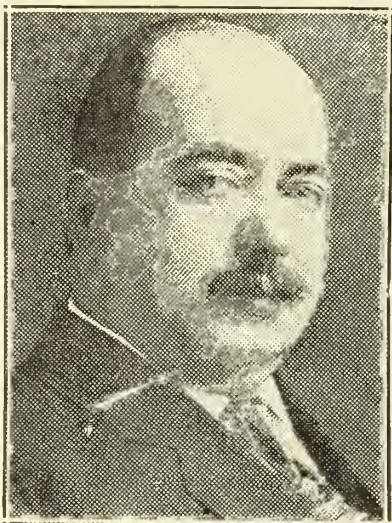
Mississippi Automobile Association; R. H. Fleming of the Gulf Coast Motorist; Duncan Buie, state highway engineer; A. H. Borden of the Shule Rubber Company; William F. Ritter.

The morning hours were given over to the hearing of addresses from prominent highway workers.

Walter Parker of New Orleans was the first speaker. He made an address upon the subject, "Why I Went to Europe Instead of Winnipeg." Mr. Parker said that he had gone to Europe because he was compelled to do so. He told of the splendid highway system of Europe, which he declared facilitated the handling of supplies and troops during the war. That as soon as the roads begin to wear in that country they are repaired. In fact, the people think more of maintaining the roads than they do of building them, for the reason, perhaps, that good roads have been in existence in that country for one thousand years. He said that the Jefferson Highway was merely one big wheel in the machinery of economy. He said that the organization of the Jefferson Highway was one of the many angles of the great program of road building. That the Jefferson Highway will bring many visitors annually to this section of the country.



Walter Parker
of New Orleans.



Martin Behrman,
Mayor of New
Orleans for 16
Years.

Mayor Martin Behrman of New Orleans spoke on the subject, "New Orleans Is Your Town and the Jefferson Highway Is Your Abstract Title to It." When he said that all of the Jefferson Highway in Orleans parish had been completed he was heartily applauded. "New Orleans has a great interest in the highway.

"In the olden days all roads led to Rome, but in this twentieth century all roads lead to New Orleans, and that is the reason why the people of our city are so vitally interested in the construction of the Jefferson Highway."

The mayor described his trip from New Orleans to Winnipeg over the highway and told of the automobiles of the party being pulled out of the mud in one of the South Louisiana parishes by eight yoke of oxen. He declared, however, that since that time half of that road had been hard-surfaced. It awakened an interest among the people, he said.

"We who live in the big cities could not realize the great interest that the people along the highway were taking. Everywhere we went we found that the people were part and parcel of a great plan, and were voting taxes to build hard-surfaced roads. We want a continuous system of highways. We want highways that start somewhere and end somewhere. The automobile is no longer a luxury. It is a necessity to those who need them. The Highway Association was born in New Orleans, and we are proud of our child. What a lusty kid he has grown to be."



Dr. H. S. Joseph,
Melville, Retiring
State Director.

Mayor Behrman said that whatever benefits the people of the parishes benefits the people of New Orleans, and that is the spirit to be cultivated between the country and city. He closed by paying a compliment to General Manager Clarkson.

Mayor John McW. Ford of Shreveport said that he never thought that Shreveport needed any advertising, because everybody knows where Shreveport is. That Shreveport voted a large amount of money for the construction of good roads and inquired what good is a city if there are not good roads leading to it. What good is a country if they do not have good roads? He said that formerly churches and good schools were considered as two features to attract people to locate in the various communities, but at this time it is very necessary to add good roads to the list of inducements, and that is what the Jefferson Highway Association had been organized for. He complimented New Orleans very highly, and said that Louisiana would derive the greatest benefit from building up a great port at the city of New Orleans. He



J. McW. Ford, Mayor of Shreveport, New State Vice-President.

asserted that Caddo parish was always ready to join in any movement for the advancement of the state and her people.

A telegram was read from Governor Pleasant, in which he announced that owing to a press of official duties he was unable to attend the meeting.

Duncan Buie, State Highway Engineer, was the next speaker. Although Mr. Buie was on the program for the afternoon session, Chairman Dowling requested him to speak at that time to take the place of the governor. Mr. Buie said that he was very glad to be called upon to act as a substitute to the governor, but like the other speakers who had preceded him he was going to talk about everything else in the category except the subject assigned to him. He took occasion to reply to those whom he said had criticized himself and the highway engineer's office. That this office was no sinecure, and that every dollar they received they earned. Mr. Buie said that he predicted that twelve months from now the entire highway would be completed and that any citizen could ride in his auto from Shreveport to New Orleans. He advocated the adoption by the legislature, of the Minnesota law, which, he said, would furnish ample funds for the construction



Duncan Buie,
New Orleans,
State Highway
Engineer.



Dr. W. A. Nabors,
New J. H. State
Director.

of good roads. In reply to a query as to what the average cost for the construction of good roads would be per mile he said that the pre-war estimate for the construction of twenty-seven miles of road in Ascension was practically \$88,000, but since that time material and labor and transportation of freight had advanced to such an extent that today it would cost approximately \$12,000 or \$13,000 per mile.

General Manager J. D. Clakson addressed the convention just before the adjournment for noon.

DURING the noon hour the delegates to the number of three score or more lunched at one long table in the Hotel Bentley dining room.

After luncheon the delegates assembled on the city hall steps, where the photograph was taken that is shown on pages 8 and 9 of this issue.

The afternoon session was given over to a round table discussion of local conditions and reports, the consideration and adoption of resolutions and the election of officers for the ensuing year.

In the round table talks, in which reports were made from every parish, it soon developed that while local conditions were not as good as they might be they were so much better than anyone could have hoped for after only three years of effort that there was nothing to be discouraged over.

When the reports were all summed up it was a surprise to many to learn that 95.6 per cent of the construction in Louisiana was financed and that the only big problem unsolved was the bridging of the Atchafalaya River at Melville. It was learned also that a movement had already been started looking to a solution of this problem.

The new state and international officers elected were: Mayor John McW. Ford of

Shreveport for vice-president, who succeeds Senator F. S. Dowling; Dr. W. A. Nabors of Mansfield, who succeeds Dr. H. S. Joseph; L. N. Babin of Baton Rouge, who succeeds C. M. Weeks, and J. W. Duncan of Colfax, who succeeds himself as director.

THE committee on resolutions presented its report and each resolution was voted on and passed as read. The first resolution presented follows: "Resolved, that the Louisiana Jefferson Highway Association approve the principles of the Townsend bill to provide for a system of national highways, and call



L. U. Babin, Baton Rouge,
La., New J. H. State Direc-
tor. In Attendance at State
Convention at Alexandria, La.

upon the Louisiana senatorial and congressional delegations to aid in the enactment of legislation carrying these principles into effect."

Owing to lack of information as to the principles involved in the Townsend bill this resolution caused quite a discussion, but was finally passed by a good majority.

Resolutions were adopted providing that members of the association call upon the state senators and representatives to enact, at the forthcoming session, highway legislation that will encourage the development and completion of the permanent system of highways for the State of Louisiana. It was also resolved that



C. M. Weeks,
Garyville, Retir-
ing State Director



J. W. Duncan,
Colfax, Re-elected
State Director.



the commercial organizations of Louisiana urgently request the United States railroad commission to continue in effect the one-half cent refund on rates applicable on sand, gravel, shells and like material when for use in connection of public highways.

The usual resolutions of thanks were then adopted for courtesies extended, and the convention adjourned after appointing three delegates to attend a "Get together meeting in the evening with delegates from other organizations of the state interested in good roads.

The get-together meeting in the evening took the form of an informal dinner, at which delegates were present from seven state organizations and Duncan Buie, state highway engineer.

After some three hours of discussion many misapprehensions were ironed out and some

concrete programs agreed upon relating to pushing the general good roads work throughout the state.

— Build Roads Now —

ALEXANDRIA CHAMBER OF COMMERCE

December 31, 1919.

My Dear Mr. Clarkson:

Thinking that you might like to have some news of the doings of the Jefferson-Highway in this section of the country I take pleasure in advising you that all the telegraph poles along the Jefferson Highway in the city of Alexandria have been painted with the official blue and white emblem, and the black Jefferson Highway lettering, so that it will be impossible for tourists to miss his route through this city. I also take pleasure in enclosing you a photo of sign that our organization has had erected five miles north of this city on the Jefferson Highway, and we have also erected a similar one five miles south of this city on the Highway. We are determined to treat the Jefferson Highway traveler more courteously than ever, and we erected this sign as a bid for his inquiries at our office.

With the hope that the new year will be most prosperous for you, I am,

Yours very truly

A. T. FELT,

General Secretary Alexandria Chamber of Commerce.



E. R. Greenlaw,
New Civic Director for New Orleans.

The Jefferson Highway Passes Centrally Through Platte County and Platte City.

Platte County Argus

"The County Paper That Gives the County News."

The above legend carried each week on the title page of the Platte County Argus is a silent but eloquent witness of the value placed on

the Jefferson Highway by the people of Platte County and Platte City, Mo.

ANOTHER J. H. HOTEL

"On the Jefferson Highway" was Deciding Factor in Proposition to Construct Modern 250 Room Structure in Mason City Iowa

— Build Roads Now — Build Roads Now — Build Roads Now —

PROPOSED Federal Avenue Site on the Jefferson Highway." That is the heading over a report adopted and endorsed by the Chamber of Commerce of Mason City, Iowa, with the recommendation that a great new hotel be erected according to the financial and material plans set forth in the prospectus. Another proposition had been entertained by the Chamber a few weeks previous, but the proposed location was not on the Jefferson. The assumption that the "Vacation Route of America" has played an important role in the modern business drama is quite correct.

In the tabulation of a score or more of pungent reasons why this site should be selected the first reads: "Located on a Main Retail Business Street." The second runs: "Located on the Jefferson Highway." There is another thing implied, and that is the fact that there is enormous travel into Mason City over the Jefferson. It is the principal highway of the city, and has been a foremost factor in determining the need for a larger and more modern hotel. The present accommodations are limited to such an extent that it is no uncommon experience for persons coming in after luncheon to be turned away from the best hotels. Such a condition impressed members of the Chamber of Commerce with the dire need of more ample facilities.

The Commercial Travelers' Bureau of the Chamber made an extensive and thorough survey. The report was submitted to the directors of the Chamber of Commerce as a whole, setting out the needs and suggesting methods of financing, together with suggestions concerning location and probable manner of operation. The report was accepted with a provision that other propositions that might be submitted within a prescribed period would also receive consideration. Another group of Mason City financiers saw the value of location, with the result that they formed a temporary company to promote a site "on the Jefferson Highway." They went so far as to have plans and estimates made to obtain options on property and to collect subscriptions amounting to \$200,000 toward the construction. Their proposition was the only one other than the recommendation of the Commercial Travellers' Bureau, but it seemed to solve the problem to a nicety.

Therefore Mason City is looking forward to a new eight-story hotel, costing not less than \$800,000 and containing 250 rooms, all with bath. Of course, it is to be modern in every detail.

Two ancient dwellings on the property where the new hotel will stand were sold at auction just prior to the public opening of a campaign to raise more funds. It is recorded by the Mason City Globe-Gazette under the headlines: "Sell Property from Proposed Hotel Site," as follows:

"An interesting fact was noted during the sale of the old Ensign property. The house was built in 1889 by E. R. Bosardous and E. R. Dayton at a cost of \$1,325. Insurance companies figure that after five years a frame building depreciates 5 per cent annually. At this rate the Ensign house depreciated 125 per cent in twenty-five years. Regardless of this it sold for \$1,425 or \$100 more than it cost to build thirty years ago."

DURANT COMMERCIAL ASSOCIATION

Durant, Okla., January 7, 1920.

Mr. W. F. Dodd, Jefferson Highway Director,
Caddo, Okla.

Dear Sir: This is to advise you that at a county wide good roads meeting, held in the Commercial Association rooms at Durant yesterday afternoon, and attended by one or more representatives from every school district in the county, five representatives from the towns of Bennington, Bokchito, Caddo, Kenefic, Mead, Calera, Colbert, Achille and Hendrix and ten representatives from Durant, the county seat, the Bryan County Good Roads Association was organized.

This organization then adopted a number of main highways in the county as a county system of highways, for the hard surfacing of which the organization will work.

This system of highways includes the Jefferson Highway north and south through the county, the scenic route of the Bankhead Highway east and west through the county, and a number of other main highways, totaling in all something around two hundred miles.

Petitions will be circulated immediately in every school district and town in the county asking the Board of Commissioners to call a special election for the purpose of voting bonds to hard surface the selected highways. This bond issue will be for \$900,000, the maximum amount that can be voted in this county for this purpose, and is to be used exclusively for meeting federal, state and other aid in building said highways. It is contemplated to get these petitions circulated and the election called within the next ten or fifteen days. The election will ten be held in thirty days, and the consensus of opinion of those present at the meeting yesterday was unanimous that the election would carry by a big majority.

Trusting that this information will be good news to you, and assuring you that we are going to put the bond issue over, I am

Yours very truly,

A. B. DAVIS,

Secretary Durant Commercial Association.



Delegates Attending Louisiana State Meeting
 It is quite evident that Louisiana
 The banner indicates Bunkie
 The upper part is a sample of a

N HIGHWAY JH

ISH

GRANT

COLFAX 15 MILES

E JEFFERSON HIGHWAY



erson Highway Association at Alexandria.
eigh in the attendance of ladies.
s interest in the Highway.
be erected at each parish line.

THE MODERN HIGHWAY

Published Monthly by

JEFFERSON HIGHWAY ASSOCIATION

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First President and Life Member Board of Directors

D. N. FINK, Muskogee, Oklahoma
Second President and Life Member Board of Directors

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Editor

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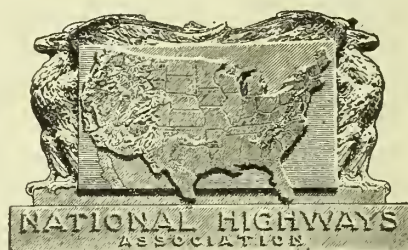
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Volume IV

JANUARY, 1920

Number 12



The largest Jefferson pole marker seen to date is to be found north of Sauk Rapids, Minn. A large water tank, some hundred or so feet high, has been painted with the well-known and familiar blue and white in regulation proportion. The tank is located at the plant of the Watab Pulp and Paper Company, which is one of the largest mills in the North. The tank is plainly visible for many miles as one drives along the "Vacation Route of America."

— Build Roads Now —

BUILDING THE ROAD

A big road grading and drainage project, starting four miles west of Karlstad, Kittson County, Minn., and extending for sixteen miles, was completed this fall. The project is being done by the state and county, \$40,000 being expended.

Another \$15,000 has been spent on the Jefferson between Staples and Lincoln this summer and fall. The commission has diverted every possible dollar to the construction of this road since the Highway was designated over it, and the people in Staples consider it one of the best stretches on the Minnesota division.

Cerro Gordo County, Iowa, is commencing work on the Jefferson between Mason City and Manley. Drain tile is being installed this fall and some sub-grading done, preliminary to the construction of a hard road early next spring.

THE LINCOLN

DO YOU KNOW what the Lincoln Highway Association has done? is the caption of a very interesting circular recently issued from the association headquarters at Detroit, in which it is claimed that the Lincoln Association has accomplished thirty-one notable things since its organization.

These claims seem to be well founded in all the cases with which we are familiar—especially the one, so far as it applies to the Jefferson—in which it is claimed that the Lincoln “stimulated and assisted in the organization of nine other major highway organizations.”

All honor to the Lincoln.

— Build Roads Now —

BUILDING A FEEDER

The new road under construction north from Clearbrook is progressing nicely under the management of Edward N. Ness and his many assistants. This will be a new trade artery for Clearbrook and will be the means of bringing into our city thousands of dollars annually. When finally completed this highway will top the Red Lake Indian reservation, and for the first nine miles will be almost as flat as a floor. It will eventually be extended due north until it will reach Warroad, the city beautiful on the mighty Lake of the Woods, with its ten thousand islands, and which in turn will become the greatest play ground on the American continent in the middle west. Clearbrook being located on the Jefferson Highway, which will soon become one of the greatest north and south tourist highways in America, will be the gateway through which the hundreds of people seeking the Lake of the Woods will travel, because of direct road to that point will leave the Jefferson Highway here at Clearbrook.—Bemidji, Minn., Pioneer.

— Build Roads Now —

JEFFERSON HIGHWAY CLUB MEETING

The second annual meeting of the Platte County Jefferson Highway Club met at the court house on December 20. The meeting was called to order by Vice-President D. A. Chesnut. The minutes of the last annual meeting were read, approved and ordered filed. The treasurer's report was received and approved. Owing to the fact that Dr. Hawley's college work calls him from the state a considerable part of the coming year he did not feel that he could do justice to the club; therefore sent in his resignation as president. The club regrets the loss of the doctor and appreciates very much his services in the past year. C. V. Hull received the honor of being elected by acclamation to the presidency. D. A. Chesnut was elected vice-president; James Elliott, treasurer, and W. L. Thompson, secretary.

Clarence Dean, George W. Day and C. V. Hull were elected as an advisory board to attend such meetings as may be of interest to the highway.

W. L. THOMASON, Secretary.

IN MINNESOTA

A contract calling for the expenditure of \$49,000 for a 12-mile stretch from the western border of Clearwater County over in Polk County was closed the other day by Anton Bakken of Greenwood and Ole Rude of Winsor. The work will cover twelve miles of the Jefferson Highway, and link up a fine stretch of road already completed in our country. The boys, we understand, will commence construction work shortly after New Years. It will be a road built on up-to-date lines and complete in every respect. It is to be hoped that the commissioners in Clearwater County will get ready to let a contract or contracts to cover the Jefferson highway between here and Bagley at an early date.

— Build Roads Now —

THE OTHER FELLOW'S RIGHTS

J. G. Wing Spent two Weeks of his Vacation at Home Just Because-----

CITY DRIVERS are paying good, hard money for an education in traffic etiquette. Every daily newspaper published on the Jefferson Highway records the toll in dollars and cents, not to mention lines and property, that is paid out by careless drivers.

However, J. G. Wing of St. Joseph, Missouri, has a little story all his own. It happened in this manner, according to Wing:

“All plans for our summer tour and vacation outing had matured after weeks of preparation, and we were happily at last on our way. A few miles out of St. Joseph there is a curve, badly hidden by trees, but the road is wide, and I had no thought other than making good time and playing safe. At a reasonable rate of speed I kept close to the right-hand side of the road, which happened to be the inside of the curve.

“Just as we started around the corner a big truck, loaded with cattle and hogs, banged head-on into my car. The fellow driving was cutting across to make time, and there was no chance to escape.

“My fenders were smashed, the radiator broken and the car otherwise bruised and battered. It weighs fifty-eight hundred pounds, and that was the only reason my wife, children and I are alive today. If we'd have had a small car we'd have been killed outright.”

It was two weeks later than this when the repairs had been completed and the party once more started on their adventurous trip. Before leaving International Headquarters, Wing said:

“Well, I'm hoping that we will have no more accidents. I don't mind the damage to the car so much as the fact that after all the preparations we had made we were disappointed, getting only seven miles from home before a careless driver put us out of the running. There certainly ought to be some educational work along the Highway creating road manners on the trail.”

SAPPHIRE HUNTERS FOUND A CITY

Had Not the Faker Fooled Astute Business Men a Great Indian Chief Would not Have Seen his Wilderness Become a Mart

— Build Roads Now — Build Roads Now — Build Roads Now —

CHIEF BEMIDJI was a wise Indian. There is none who contradicts that historic fact. There is nothing to show, however, that even he either dreamed of, or desired, a monument to his name such as has been builded by the pale-face. Before his death a few years ago he saw the white man's civilization transform the mighty woods.

On the shores of Lake Bemidji in less than a quarter of a century has grown a city of beauty, bearing the name of the old Chippewa chief. Paved streets and brick buildings have displaced the trails and huts. Mazda globes and ornamental posts have succeeded the pine knot, while the gas heater and black diamond furnace have supplanted the ever-burning camp fire. Little does one imagine that the charming, thriving metropolis on the lake shore, where tall pines swayed and painted warriors mingled, is the blossom of the seedling cabin of 1894.

"On an afternoon in the autumn of 1896 there sat in a circle on the lonely shore of Lake Bemidji seven practical business men, idly drawing pictures in the sand with small twigs that had been washed ashore by the miniature billows. They were Tams Bixby (better known as 'Doc,' an editor and political power in Minnesota for many years); Harris Richardson, Henry Hutchinson, A. C. Clauson, W. J. Hilligoss, Louis John and F. A. Silver. They had bought the land near where they sat with good, hard cash—bought it on the representations of a man who had sought them out in their offices in the city—and now they were not particularly happy over the purchase.

"They were sixty-five miles from the nearest railroad. It was a good two hundred yards to the nearest thing that bore even a resemblance to a house. Back of them a thick forest, mainly pine, but with scattered balsam, oak and birch trees whispered derisively and seemed to be laughing as the wind stirred the leaves. Even the flickering surface of the lake seemed to be smiling as though there was something amusing in their presence.

"One of the group dug up a bit of blue-tinted crystal from the sand and tossed it to another of the party.

"'Have a sapphire on me,'" he said, and the rest laughed.

"'Thanks' was the snappy rejoinder of the recipient, 'I own a share of ninety acres of 'mines' of that kind of thing myself, so you can keep yours.' And he cast the 'gift' into the lake."

"As business men sometimes do these 'investors' in sapphire mines talked over the matter. It finally appeared as though all were agreed that the site was worth something. One wanted to make it a game preserve. That was defeated because it 'is too far from everywhere.' The council finally concurred that the

country was one of great promise and was worth the effort to make it good."

It was the beginning. Half an hour later, with the president seated in state on a pile of lake sand, the secretary reclining a few feet away and scratching the minutes of the meeting in the smooth surface of the beach, and other members stretched at length on the warm shore, a townsite and improvement company was organized, and the first step taken to develop what has proved and is proving to be a northern empire with a live commercial center and prospects unsurpassed by any other territory of 40,000 square miles in the United States.

And so it was that this charming city was born and the county of Beltrami settled. Railroads came. Today there are more than 6,000 persons who call it their "home town."

Repeated and continual suggestions of the past are on all hands. Beltrami, the county surrounding, is named from the intrepid explorer of a hundred years ago, who came to this wild section.

In those days the transportation was mostly by boat with the alternatives of travel by foot, horseback or behind oxen over rough trails. Real roads have followed the blazed trail, and now the marks of the "Vacation Route of America" point the way onward, as did the scars on the trunks of the stately jack-pine. It is the principal one of several marked highways, and brings hundreds of folks from the distant parts of the country to this delightful playground and progressive business center.

THERE still remain two huge saw mills that are feeding upon the last morsels of those mighty forests that have furnished millions of feet of lumber for the homes of all people in all climes. It is estimated that perhaps the timber will keep these two mills busy for the next ten years. Beyond that time no plans are being made by those who have seen the lumber industry rise and decline. Admiration for the efficient destroyers of trees, but producers of smooth boards, is somewhat mingled with a feeling of remorse that the tall, stately monarchs of the hills and valleys should have been sacrificed for the commercial advancement of mankind.

To the visitor from the south the clear air and clean water, the rough foliage and the rolling hills offer subjects for praise and commendation. The pleasure-seeker and vacationist finds here a paradise. Birchmont Beach, with its modern hostelry, supplements the accommodations of Bemidji, but night after night throughout the past summer people were constantly required to undergo inconveniences because of the enormous stream of transients.

Hotel accommodations were limited, of course. Often reservations made days before were difficult to fill. Never in her history has this community entertained so many travelers as during the summer of 1919. Many folks spend the entire vacation season at Bemidji. Others seek the open, living in cottages and tents within reasonable distance of town. Boating, swimming and fishing are popular pastimes, too.

BEMIDJI did not grow just like "Topsy." There were leaders of civic thought, pride and consciousness that have contributed heavily to its progress. Well, they know that they cannot work singly. The Bemidji Civic and Commerce Association, with a membership of 400 business men and women and farmers is today the "brains" of the community. Through this center of civic thought and action Bemidji is enabled to move forward as a whole along those lines that will respond most readily to the call for united effort.

The lumber business is on the wane. Beltrami County cannot live by tourists alone. Therefore, the natural advantages must be utilized. Already she has begun a march that her leaders believe is to make her the center of industry and commerce—a distributing point for the great section called northern Minnesota. Cheap power in abundant quantities from the harnessed Mississippi, railroad facilities and the raw product are all assets. Keeping in mind these qualifications the Bemidji Association is working for more manufacturing plants.

While looking at possibilities the agricultural should not be passed. Diversified farming that features stock raising, small grain and corn growing, dairying and the like is coming into its own. Under the leadership of a county agent co-operating with "live wires" throughout Beltrami County community centers have been and are being formed. A policy that has helped to break down that imaginary wall between city and country has been that of making visits to these community centers by Bemidji business men. A motor car would carry the party, who would go to monthly dinner, supper or just ordinary meeting, taking their share of the "eats" along. Right off the bat they were on an equal footing, because they had brought their share just as the other fellow had. Staying for the business meeting they often could be of great help. Naturally they began to get the farmers' viewpoint and the farmers got theirs. Result—co-operation.

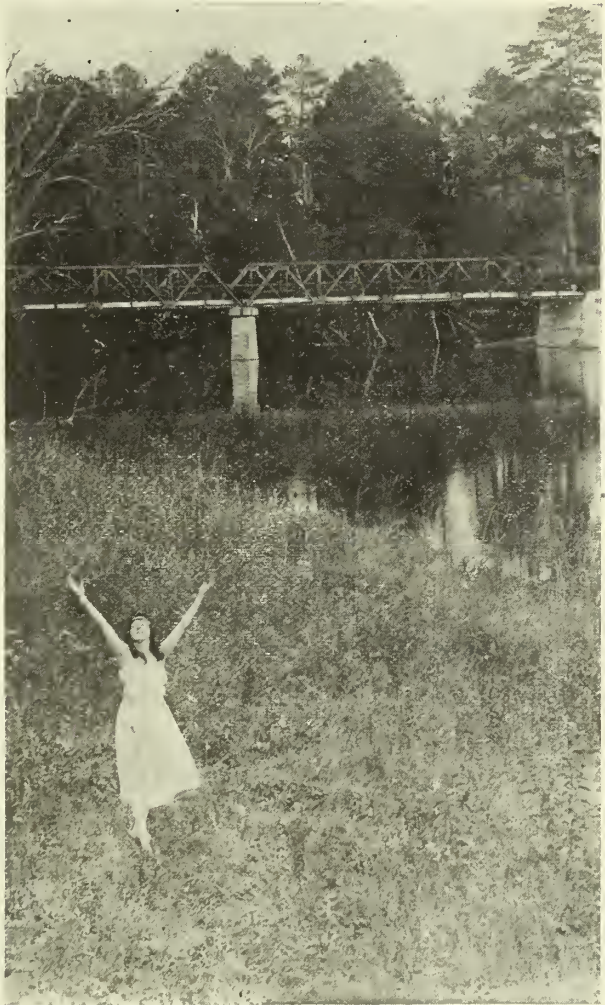
The way they treat potatoes in Beltrami county would hardly impress the casual visitor with the reverence in which they are held. This common variety of vegetable has done much to put Beltrami on the map. If they were cantaloupes or apples or pears or oranges or grapefruit they should be packed in neat little crates and everyone of them would be wrapped in a pretty pink piece of tissue paper. It was an exhibit from Beltrami County that was taken to the exposition at San Francisco to represent Minnesota. Here's a little inside tip—they are growing bigger and better in Beltrami every year.

IT was the same spirit of co-operation, on every hand, that accepted the challenge to help make the Jefferson Highway the nation's foremost marked trail. Beltrami County has watched her first investment—seen the visitors buy her potatoes—and when the opportunity came to support her original and paying investment the quota for memberships was exceeded almost a hundred per cent. They realize in this community that to arrive is only a beginning. Success comes to those who continue to push on ahead.

That is why Bemidji and Beltrami County—today a thriving community because real business men who had seen one vision vanished at once created another ideal—are not proposing to lose the bountiful returns yielded by the "Vacation Route of America." They are more alert than ever to the possibilities of this well-worn path to her gates.

"Beltrami County believes in the Jefferson Highway," said H. M. Stanton, secretary of the Bemidji Association. "Practically all of the travel from the south comes over the Highway."

Hail to Bemidji, the county seat of Beltrami, the namesake of the great Indian chief, and the product of the active minds and energies of foresighted citizens!



An artistic nature dance on the banks of the Mississippi River near Bemidji, Minn.

This picture should put to flight any erroneous impressions that may be entertained about the rigorous climate of Minnesota.

MINUTES OF MEETING AT WINNIPEG

Owing to the delay in receiving the transcript of the proceedings of the directors' meeting at Winnipeg, July 22 and 23, 1919, only a synopsis of the important points will be given now.

President C. F. Adams of the Pikes Peak Ocean to Ocean Highway was present and suggested a plan for the two non-competing roads to co-operate in management and publicity which he thought would redound to their mutual benefit. Discussed at some length.

James E. Combs of St. Joseph, Missouri; D. N. Fink of Muskogee, Oklahoma, and W. A. Hopkins of Lamoni, Iowa, were named by the president as a committee to consider and report on the subject at the annual meeting at St. Joseph in January, 1920.

The Yellowstone Trail Association, by letter, asked if some plan could not be worked out for exchange of traffic and reciprocal advertising. Discussed and referred to same committee.

James E. Combs, international treasurer, submitted his semi-annual report as follows:

TREASURER'S STATEMENT

Jefferson Highway Association

January 1st, 1919 to July 1st, 1919.

RECEIPTS

Balance on hand January 1, 1919...	\$	359.85
Subscriptions	\$	1,595.50
Advertisements		794.18
Memberships		10,342.50
Mileage		171.00
Office		250.00
General		816.00
		13,969.18
Total		\$14,329.03

DISBURSEMENTS

Pole Marking	\$	1,031.54
State Delegates		463.80
Modern Highway		2,281.21
Salaries		2,000.00
Travel Expense		1,742.47
Office		1,096.65
General		3,422.00
Exchange		2.80
Total Disbursements		\$12,040.47

BALANCE

Note on hand	\$	333.33
Check not deposited		700.00
Net balance in bank		1,261.23
		2,294.56
		\$14,335.03
Less check deposited—Not in receipts report		6.00
Total		\$14,329.03

Respectfully submitted,
JAS. E. COMBS,
Treasurer.

Auditing committee, consisting of Ezra H. Frisby, Missouri; H. A. Russell, Kansas, and J. H. Beek, Minnesota, reported that they had examined the books of the treasurer, checked and approved them.

By formal resolutions the directors endorsed the Townsend bill providing for a federal highway system in charge of a federal commission.

Adjourned to meet at St. Joseph, January 6, 1920.

DIRECTORY

YOUR HOTEL

Should be chosen with thought of its safety, comfort and character. These are always evidenced at the beautiful Saint Paul. It is fire-proof; every room has private bath; and the management aims at the high ideals that prevade your private home.

Rooms from \$2 single and \$3 double
Excellent restaurants serve the choicest food of the world



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In Saint Paul

Hotel Muehlebach

BALTIMORE AVENUE AND TWELFTH STREET
Kansas City, Mo.



500

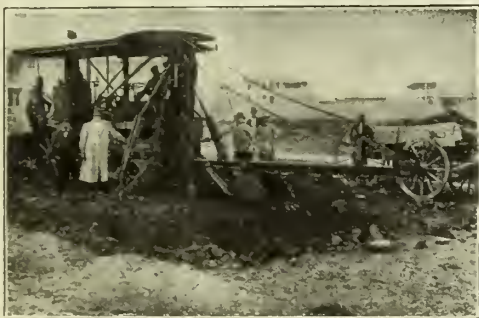
New Fireproof Rooms
Rate from \$2.00

The house of
Utility—Service—Elegance

Operated By
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Under the Personal Direction of
S.J. Whitmore and Joseph Reichl

KEYSTONE 10-TON TRACTION SHOVEL

For Road Grading, Ditching, Back-filling, Etc.



Is light enough to cross culverts and small bridges safely; self-moving over steep and hilly roads; easily operated and low priced. Descriptive Bulletin on request. Handles three kinds scoops; Dipper for side hill excavation; Ditcher, for trenches, and Skimmer, here illustrated, for road grading. Economically lifts 6-inch cut, leaving finished surface, any desired slope within half circle 32 feet in diameter. Capacity 300 to 400 cubic yards per day.

KEYSTONE DRILLER COMPANY
Beaver Falls, Pa. Joplin, Mo. Monadnock Bk., Chicago

TRAIL STATE BANK

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On the Jefferson Highway

6% PAID ON TIME DEPOSITS

RESOURCES OVER \$200,000.00

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is complete.

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Rates \$2.50

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Pavers,
Grouters,
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Mixers,
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Contractors' Equipment

BUILT OF STEEL WITH
HYATT ROLLER BEARINGS

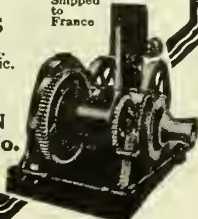
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FAVER

Astonishingly Low Prices
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All sizes from 5 ft. to 22 ft.
cap., Gas, Steam or Electric.
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Keokuk, Iowa



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BUTLER, MO.

Opposite Fraternal Inn.

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Ladies' Waiting Room in Connection.

F.&A. Garage and Battery Station

FERGUSON & ALEXANDER

OSAWATOMIE, KANS. BOTH PHONES, 413

Only garage in town on J. H. LADIES' REST ROOM

Expert Repairing of Storage Batteries, Electric Starters and Generators

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EUROPEAN PLAN, PRIVATE DINING ROOMS

"Modern Fireproof"

250 Rooms

150 With Bath

The Shreveport Hotel Co.

C. H. JENNINGS, Mgr.

SHREVEPORT, LOUISIANA

A hot breakfast for 9 cents

JUST a few cents for coffee, butter-and-syrup spread pancakes and all!

And oh, how easy to make! Everything, even powdered sweet milk, comes ready mixed in the flour. Beat up with water and the batter's made—on the griddle with them and they're done; tender, golden-brown and rich with the real old southern flavor.

It's not often these days that anything so good costs so little. Ask your grocer for a package of Aunt Jemima Pancake Flour—and tell old man H. C. L. to go jump in the lake!

*For variety, get a package
of Aunt Jemima Buckwheat
Flour at the same time*



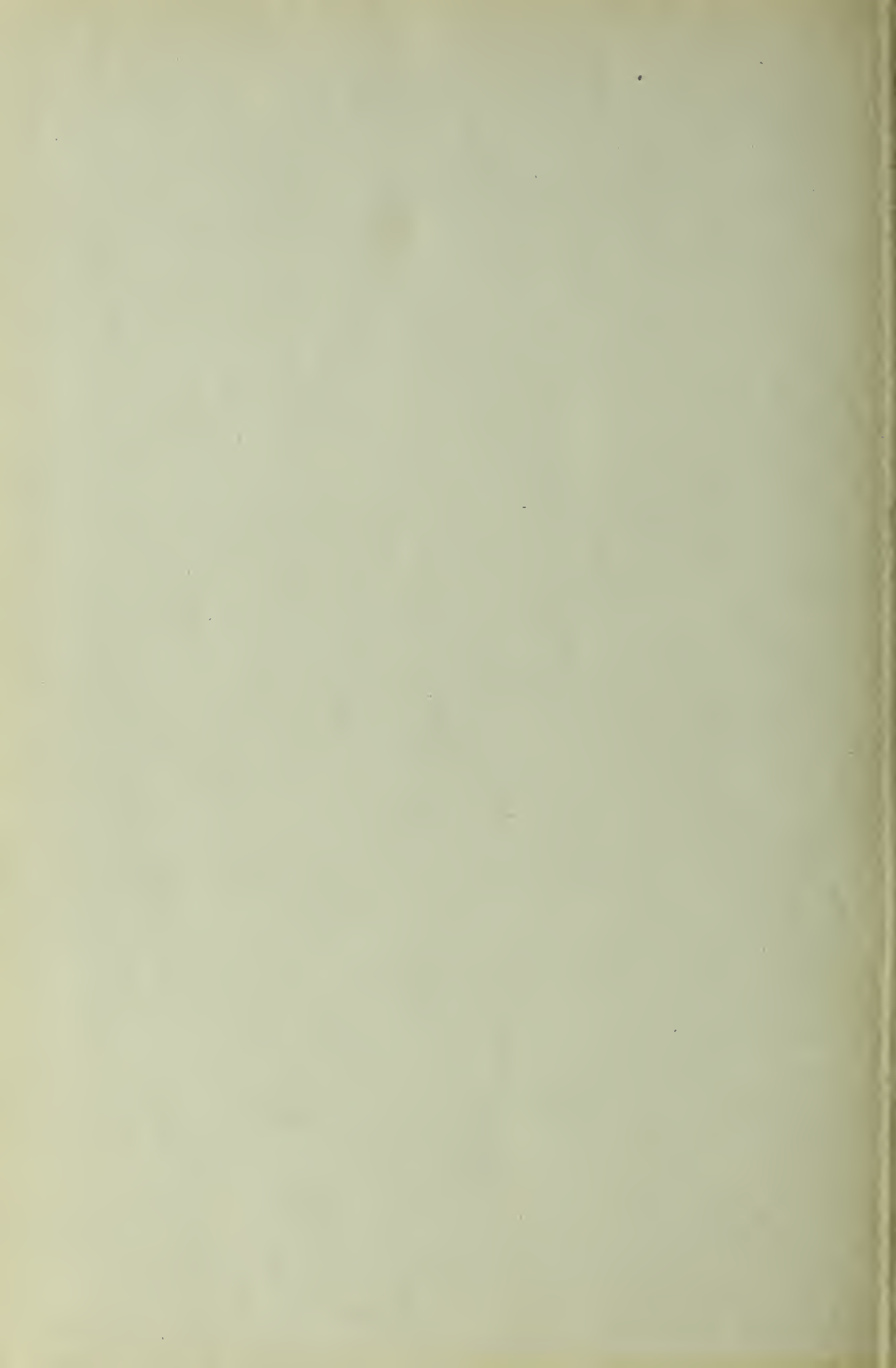
AUNT JEMIMA PANCAKE FLOUR



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Reg. U. S. Pat. Of.

"I'se in town, Honey!"



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